

• NOVEMBER 1956

BUTANE-PROPANE

A CHILTON PUBLICATION

News

**BUDGET BILLING
BUILDS BUSINESS**

**Testimonials Sell
Tractor Conversions**

HEADQUARTERS FOR L.P. GAS INFORMATION SINCE 1931

Rockwell Presents



Beyond the Mains

A 16mm sound and color film available without charge
for showing to interested groups

**Produced As A Service
To The LP-Gas Industry**



Featuring the role played by Rockwell vapor meters in bringing the convenience and economy of "city type" gas service to rural America.

This film takes the mystery out of how LP-gas vapor meters operate. It shows how carefully they are made and tested. And it dramatizes the major benefits of metered service. Those viewing this full color and sound production are left with a new appreciation for the accuracy, honesty and convenience of selling and buying LP-gas by meter measurement.

Rockwell invites you to show this instructive 30 minute film at grange and association meetings, PTA, service clubs, school and study groups.

When requesting a print, please anticipate your requirements. Specify name of group, preferred date and alternate dates. Write Rockwell Manufacturing Company, Pittsburgh 8, Pa.

Dramatizing the benefits of metering to both consumers and dealers



Assures
Uninterrupted Service



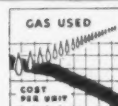
Eliminates
"Out-of-Gas" Calls



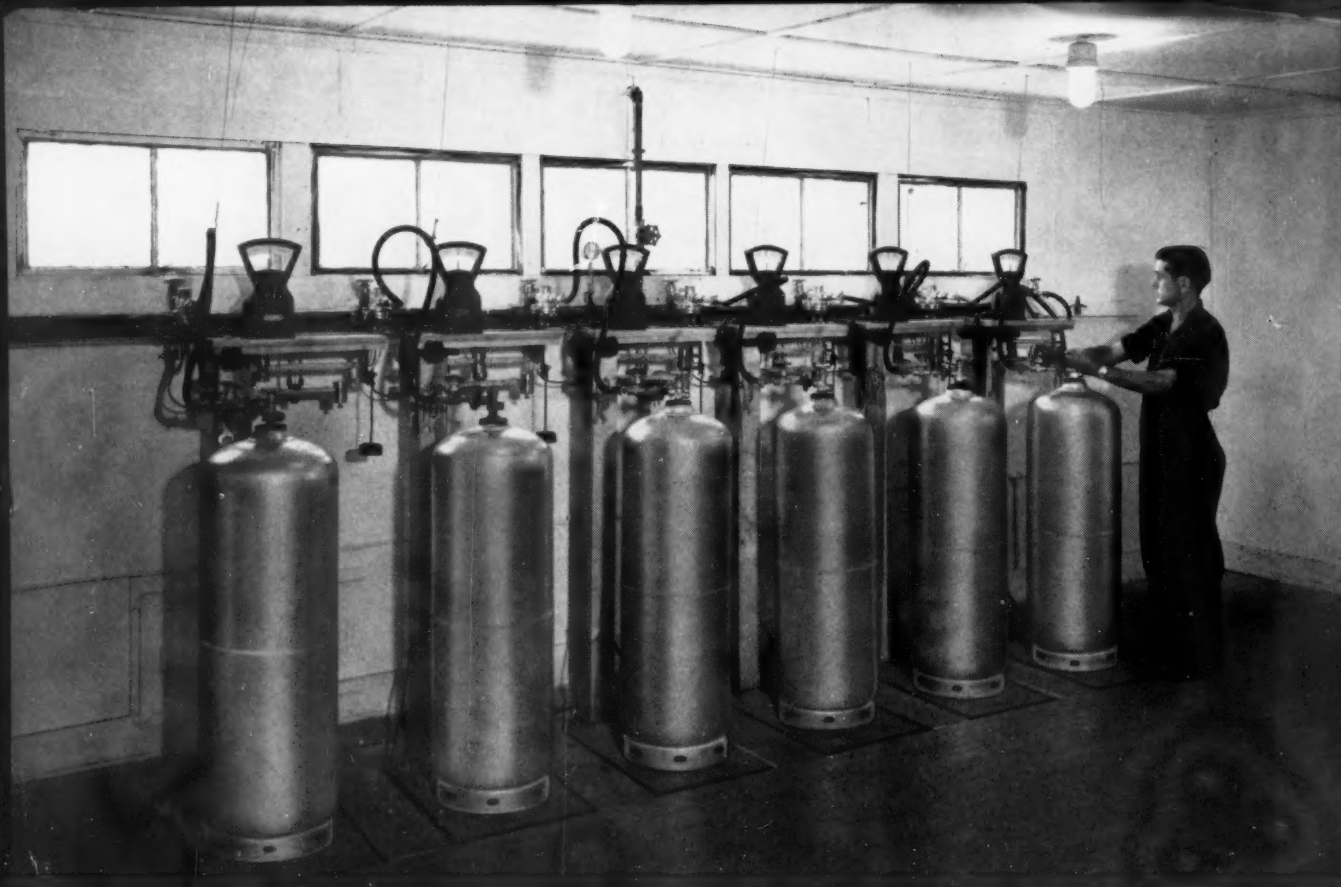
Pay Only
For Gas Used



Route Trucks
More Efficiently



Sliding Rate Scale
Based on Volume



Year after year the industry uses more Hackney RC-100A Cylinders than any other cylinder

There's no question about the popularity of Hackney Model RC-100A. This popularity is based on top-quality features that assure full value. Hackney two-piece construction assures light weight and handling economy. The single girth weld reduces seam area to a minimum. Controlled heat-treating increases strength and resistance to denting. Full-welded foot ring and two-coat bottom head protection keeps rust and corrosion from getting a start.

Follow the lead of experienced men in the industry. When you need 100-pound cylinders—order Hackney Model RC-100A, the most popular cylinder in the industry. When you need any other LP-Gas containers—from one pound to 30,000 gallons—call your Pressed Steel Tank or Downingtown representative.



Pressed Steel Tank Company *Manufacturer of Hackney Products*

1487 S. 66th St., Milwaukee 14

Southern District Offices:

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LP-GAS CONTAINERS FROM ONE POUND TO 30,000 GALLONS

COMPLETE WAREHOUSE STOCKS AVAILABLE

- HOSE & COUPLINGS
- SYSTEMS
- COMPRESSORS
- PUMPS
- UNLOADING RISERS
- LOADING RISERS
- ROTARY & MAGNETRON GAUGES

FLINT

STEEL CORPORATION

ANCO

MANUFACTURING &
SUPPLY CO.

- ALL TYPES OF VALVES AND FITTINGS FOR STORAGE TANKS (Including extra-heavy fittings)
- LARGE & SMALL PACKAGED BULK PLANTS
- FLINT TANKS

Anco is the Largest Stocking Distributor in the U. S. of CORKEN Equipment.
— All Models Available —

Modernize

FOR GREATER EFFICIENCY

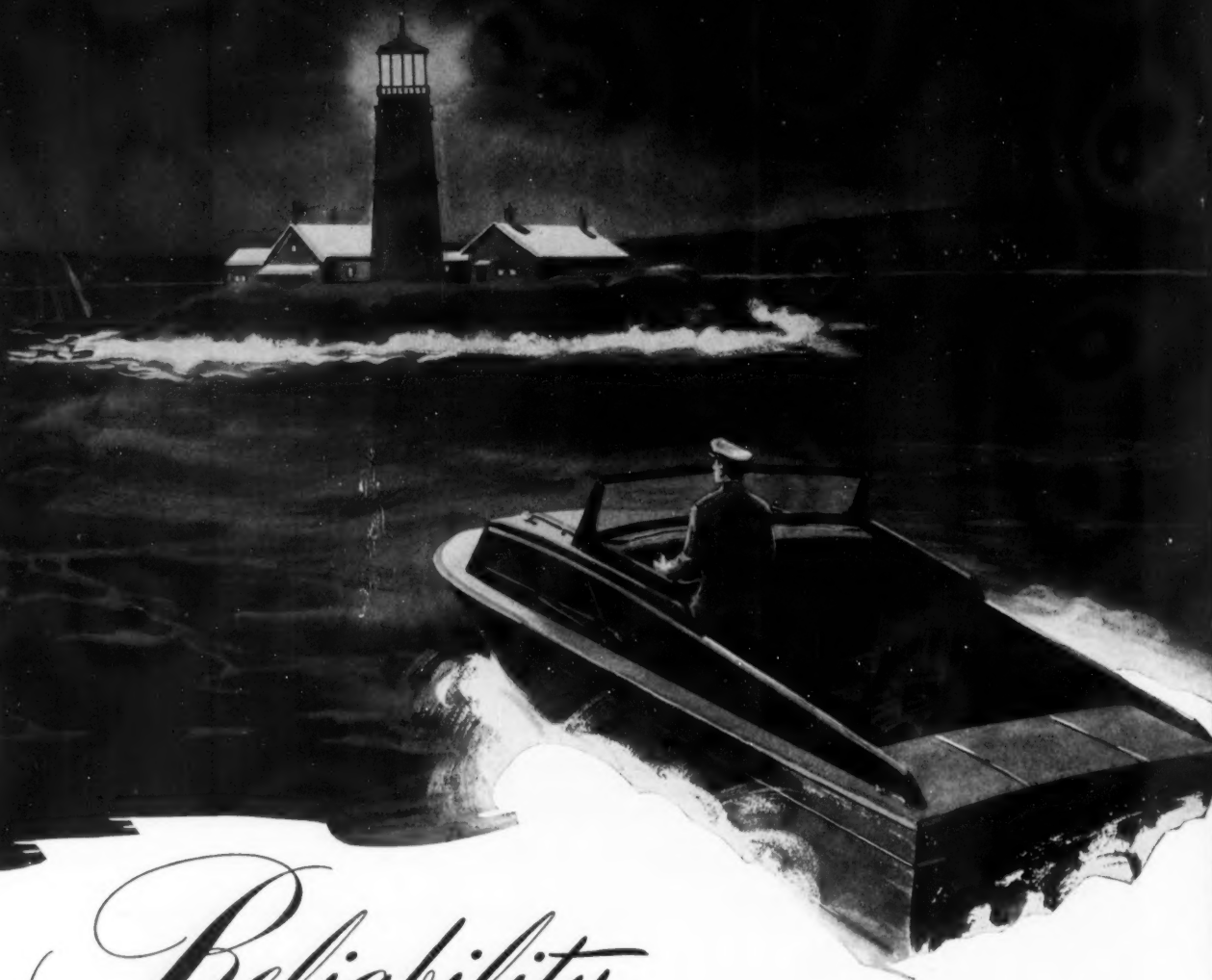


TWO GREAT NAMES IN LPG EQUIPMENT

Because of the existing steel situation, now is the time to renovate your plant facilities for greater efficiency — a more profitable operation. You can count on Anco for every equipment need. We're as near as your phone.

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Reliability....

Like the small craft pilot relies upon the beacon to guide him to port, so you can rely upon Beacon Petroleum to guide you successfully through the winter months. Beacon has the facilities and the experience to fulfill your every Butane Propane need. Beacon has grown to a leader in the LP Gas field through prompt and efficient service to customers . . . getting them what they need when they need it. This service has helped them grow too. Why don't *you* grow with us?



OFFERS YOU . . .

the Finest LP Gas
NGAA Butane-Propane

Ample Storage
to meet your every need

Dependable Production
to meet seasonal demands

Prompt Shipment
Tank car fleet assures delivery



BEACON

PETROLEUM COMPANY

TULSA • HOUSTON



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NOVEMBER 1956

BUTANE-PROPANE

News

Volume 18-Number 11

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**REPUBLIC
HEATERS
HAVE PROVEN
BEST
BECAUSE...**

REPUBLIC'S SUCCESSOR

**EVERY REPUBLIC HEATER
IS EQUIPPED WITH THE
NEW GRAYSON
MINI PILOT**

- ★ COMBINATION PILOT BURNER AND THERMOCOUPLE IN ONE COMPLETE UNIT
- ★ NON-LINTING ★ NON-CORROSIVE
- ★ EXTREMELY STABLE



VERTICAL
BOTTOM
OUTLET
FOR
NORMAL
SPACE

VERTICAL
SIDE
INLET FOR
RESTRICTED
SPACE

Encircling flame
of pilot provides
source of heat to
on head
constant
thermocouple

RUST PROOF



**A.G.A. APPROVED
V.A. APPROVED
F.H.A. APPROVED**

100% CONTROLS

**THIRD DIMENSION
VISTAVISION PLASTIC INSIGNIA**

**GOLD & CHROME TRIM
DELUXE EXTERIOR FINISH¹**

PLUS

REPUBLIC HEATER

2231 RANDOLPH STREET • HUNTINGTON PARK, CALIFORNIA Telephone LUdlow 3-4941

NOW! SEE REPUBLIC'S 20 PAGE WATER HEATER CATALOG IN 1956

KNOW-HOW MAKES THEM TO ORDINARY WATER HEATERS

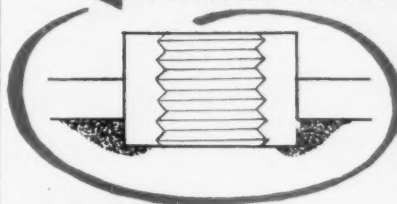
2 REPUBLIC'S OWN
EXCLUSIVE
U. S. PATENTED
SILENT ECONOFLAME
BURNER

YOU DON'T HAVE TO
SEND A MOUSE IN
WITH A MATCH TO
KEEP IT LIT!



AMAZING
FEATURE
ON ALL
REPUBLIC
HEATERS

3 REPUBLIC
ELIMINATES
ALL POSSIBLE
LEAKS AT THE
4 POINTS OF
INFECTION
BY THEIR MACHINED
COUPLINGS AT ALL
ASSEMBLY FITTINGS



READ THOROUGHLY...
MOST IMPORTANT INFORMATION!

Republic eliminates leaks by hand welding machined steel couplings with precision machined shoulders into top and side outlets instead of old fashioned inward flanged and stretched extrusions. Republic precision welds on the inside of tank. Leaks therefore cannot occur on tank either inside or out.

GLASS LINED



DIVISION OF

**ODIN STOVE
MANUFACTURING CO.**

342 WEST TWELFTH STREET • ERIE, PENN Telephone 2-6861

DOMESTIC ENGINEERING DIRECTORY NOW!



FOR HOT WATER MAGIC
GAS has got it!

Special ROUTE-RATED® Nor-Tex PROFITABLE YEAR 'ROUND

STANDARD TWIN

Business small? Just getting started? Wherever you are located, the Nor-Tex Standard Twin is your best buy! This streamlined twin unit (1200 thru 2400 WG) is completely piped and ready to use with Viking mechanical seal pump, 50' filler hose, ICC lights, P.T.O. and splines jack shaft. A complete "Package Unit."

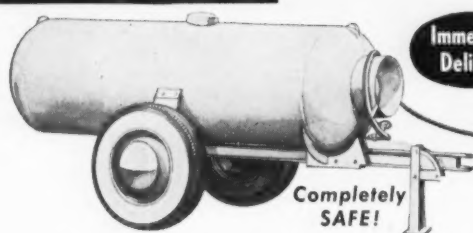
DE LUXE TWIN

Here is the choice of the fleet owner! It is the finest looking unit on the road with plenty of big, roomy cabinet space. It is a complete unit (1200 thru 2000 WG) with Viking mechanical seal pump, 50' filler hose, ICC lights, P.T.O., splines jack shaft and it is all piped and ready to use. A complete "Package Unit."

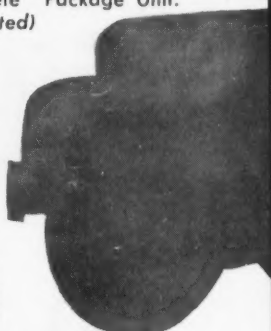
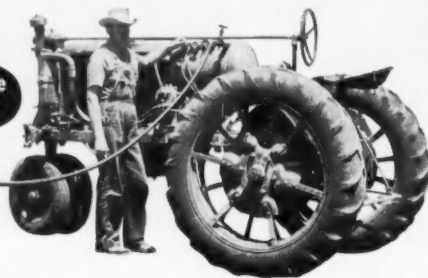
PAYLOAD SPECIAL

Get immediate delivery on this internationally popular Nor-Tex twin and save money, too! It has everything you need in sizes from 1200 thru 2400 WG. Viking mechanical seal pump, 50' filler hose, ICC lights, P.T.O., splines jack shaft and it is completely piped and ready to use. A complete "Package Unit." (Model illustrated)

**Spot Your Fuel
Where You Need It**



ATTENTION! NEW TRUCK BUYERS! Nor-Tex is regularly saving truck buyers hundreds of dollars on brand new Internationals... Chevrolets... Fords and GMC's. Order any particular unit you need. Nor-Tex will work out a deal for you that can't be beat.



**Immediate
Delivery**

NOR-TEX SCOUT

Safely place your fuel supply right where it's needed. Nor-Tex Scout is easy to "spot" with car, truck or tractor. Well-baffled, recessed relief valve, 12 1/2' delivery hose, 3/4" OIC valve and hose coupling. Heavy duty axle. Standard Chevrolet hub, 15" wheels. Sturdy I-beam tongue. 150, 250, 300 and 500 WG sizes.

TRACTOR TANKS

"There's not a better ratio builder in the industry than those profitable tractor conversions." That's what one of our customers told us recently. It's a fact! If you are going to boost your winter ratio with increased summer sales... do it the sure way with tractor conversions. Nor-Tex Custom-built tractor tanks for all units.

PORTABLE PONIES

Boost year 'round sales and quotas with Nor-Tex "PONIES." Place them on farms, ranches, in truck and bus terminals, in highway service stations as well as "on-the-job" for contractors and utility companies. Built to W 250 Code requirements. Sizes: 500, 700, 1000, 2000 and 4000 WG. Choice of pumps, meters and accessories.

WRITE, WIRE
OR PHONE
FOR PRICES



Complete LP-G Bottle Stations



PAT. PENDING

National Sales Agents for

BALANCE YOUR LOAD THE

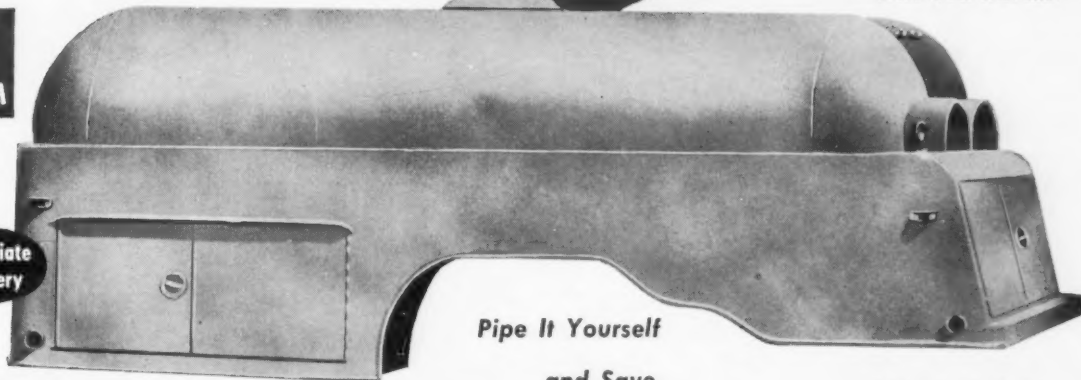
NORTH TEXAS

DELIVERY UNITS INSURE OPERATION AT LESS COST

"Habit buying and guess-calculation of delivery unit sizes by bulk plant operators becomes more and more hazardous as costs increase and profits decline. The need for job rated units is greater than ever." These convention facts point up Nor-Tex service. Nor-Tex "ROUTE-RATED" units are built to fit individual route needs, based on the length of the route, the terrain covered, convenient cabinet location, and trips required on peak loads... keeping a two-year eye on the future. The rule for profit today is... "Right-size units on the right chassis for the job." May we help you?



Immediate Delivery



DOMESTIC TANKS

Factory to You
On Nor-Tex Transports



Built to last a lifetime! Nor-Tex tanks meet all national, state and local requirements. Complete satisfaction guaranteed. 2%, 10 days, in truckload lots delivered in our trade area.

Buy one or a truckload.

STANDARD
Mounted On Your Truck

\$1,402⁶³

DE LUXE
Mounted On Your Truck

\$1,702⁶³

PAYLOAD SPECIAL
Mounted On Your Truck

\$1,552⁶³

[Tax Included]

NOR-TEX WAY — FINANCE THE BALANCE

TANK CO.

P. O. BOX 1219
DENTON, TEXAS
CENTRAL 5416

Standardization that Cuts your Costs



Robertshaw-Grayson Gas Water Heater Controls have been in continuous production since 1899. During this period more than 20 million units have been produced. Today, they are standard equipment on more water heaters than all other controls combined.

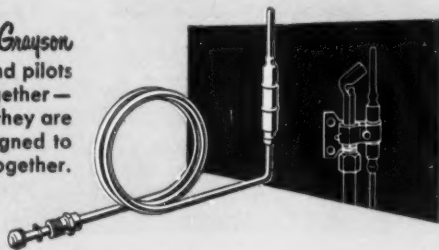
With such large production many economies are possible. Among them are standardization of parts such as magnet assemblies, filters and valves. Uniformity of design and dimensions makes standardization possible, too, in manifold piping, tubes, shanks, pilots and thermocouples. This means savings in engineering time, assembly time and field servicing. All of which mean better controls for you, better service for your customers and lower costs all along the line.

Robertshaw-Grayson
UNITROL®
GAS WATER HEATER CONTROLS

*America's most beautiful
water heater controls*

**BY WORLD'S LEADING
MANUFACTURER**

Robertshaw-Grayson
thermocouples and pilots
belong together —
because they are
designed to
work together.

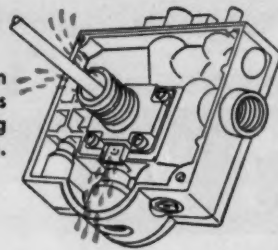


Adjusted To Give Accurate
Water Temperatures.

• 100% Shut-Off
Of Gas.

• All Adjustments Readily
Accessible From Front.

Air-Gap Construction
Throughout Prevents
Water Entering
Gas Lines.





MODEL
400



MODEL
200



MODEL
110



Robertshaw-Fulton

CONTROLS COMPANY

Grayson Controls Division, Long Beach, California

Robertshaw-Fulton Controls (Canada) Ltd., Toronto

Robertshaw-Fulton Controls (Australia) Pty. Limited, Burwood, N.S.W.

SELECT THE CONTROLS THAT HELP YOU SELL

UNITROL IS A TRADEMARK

© 1964 ROBERTSHAW GRAYSON

Infra-red **GAS** Heaters

PORTABLE UNITS FOR OUTDOOR USE
PERMANENT UNITS FOR INDOOR USE



The NEW
PERFECTION

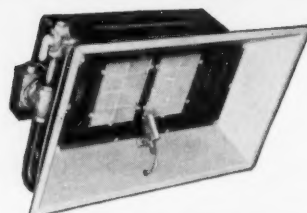
SCHWANK HEATERS

Operate on

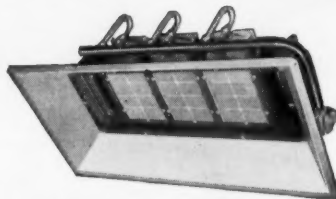
L. P. OR NATURAL

GAS

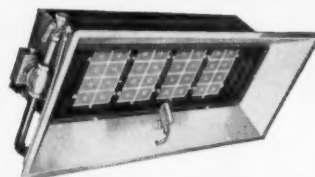
By far the Most Economical
Heat, Indoors or Outdoors



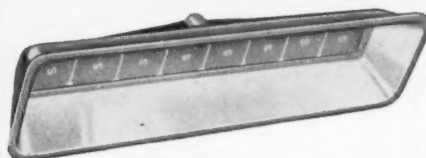
THE TWO RAYHEAD UNIT
(J522N) (J522L)



THE THREE RAYHEAD UNIT
(J523N) (J523L)



THE FOUR RAYHEAD UNIT
(J524N) (J524L)



THE PATIO HEATER
(J400N)

Without ducts—blowers or heat exchangers any building with four walls and a roof can be satisfactorily heated with Perfection's controlled gas infra-red heat generators. "They Heat the Floors First"

KEEP WARM **OUTDOORS** THIS WINTER

with the
NEW
PERFECTION
SCHWANK Infra-red HEATER

***Portable...
...controlled Heat***

Infra-red heat is the only heat that can be controlled outdoors. Now you can have "spot heat" for any area where people work — play — or gather. Builders, Contractors, Parking Lots, Garages, Stadiums, Race Tracks, Speaker's Stands, Funerals, Loading Platforms, Sheds, and Warehouses. Dries paint, plaster and mortar quickly and economically. Here is a heater with a thousand new uses.



Write, Wire or Phone for Prices and General Information on A.G.A. and Underwriters' Approval

PERFECTION INDUSTRIES

{Division of Hupp Corporation}

1135 Ivanhoe Rd. • Cleveland, Ohio
Licensee American Infra-Red Radiant Co.

Winter Weather

brings heavy

demand . . .

are your

tanks full

of . . .

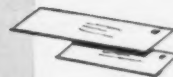


WARRENGAS
the Concentrated fuel

WARREN PETROLEUM CORPORATION

Tulsa, Oklahoma

SALES OFFICES: LOUISVILLE, KENTUCKY • ST. LOUIS, MISSOURI • FT. WORTH, TEXAS • NEW YORK, N. Y. • MADISON, WISCONSIN
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SAN FRANCISCO, CALIF.

**BPN**

Letters

Grounding procedure

Oklahoma

This is in regard to the letter from Michigan inquiring as to the proper procedure for grounding during L.P. gas transfers which appears on Page 17 of the June, 1956, issue of BUTANE-PROPANE News.

We note that the reply to this letter indicates that L.P. gas hose usually has a built-in grounding wire. This is actually a requirement of Underwriters' Laboratories for UL listed L.P. gas hose. The letter goes on to state that a "separate grounding cable" is preferred.

We believe that this reply might be clarified by further elaboration, inasmuch as there are no requirements for grounding L.P. gas containers during transfers, in either NFPA Pamphlet 58 or the various state L.P. gas regulations. The AAR Rules do require that tracks on which a tank car will stand while being unloaded must be bonded to the L.P. gas piping. This is normally done by a permanent bonding connection rather than a separate grounding cable.

P. W. Tucker
Phillips Petroleum Co.



Price comparisons

New York

For the past three years we have been pounding our heads trying to enter space gas heating, using propane as fuel, in a competitive line with No. 1 burning oil (kerosene), as used in pot type space heaters. So far, we have been using vapor meters which we find incorrect during cold weather, losing approximately one-fourth of the fuel by the slow evaporation of the propane.

I saved your January, 1952, book, which on page 77 gives a compari-

son on electric and No. 2 fuel oil, which is used in regular gun type oil burners. How will propane work out in comparison with fuel oil?

We have found that vapor meters for pricing propane for space heating is not practical, so we decided to sell propane by the gallon using a flat rate for all cooking, hot water heating, and space heating.

Can you please tell me whom I might contact for prompt information as to pricing, and where some charts could be bought as a sliding scale.

C.B.

We publish a Competitive Cost Calculator which will be helpful to you. If you have back copies of our magazine, you will find an article of interest on pages 38-41 of the July, 1955, issue.

We cannot see why you should run so short on fuel with vapor meters. They must be calibrated incorrectly or an incorrect factor is being used. True, the meters will register low because the temperature of the gas is so low. This would account for about 11 or 12% shortage if all the gas went through the meter at 0 degrees F. There are periods when the temperature of the gas may be below this, but the average is probably higher, especially if the gas line goes underground. A variation can be estimated and figured in your meter factor. Your liquid volume also shrinks about 1.6% for every 10° drop in temperature.—Ed



Enforceable contracts

Wisconsin

I would like to get your opinion on the value of a customer contract. Is it binding on the customer or can the customer discontinue my service for another dealer's service at will? Can that dealer fill my gas

cylinder when he chooses without my consent? Can he place his cylinders on my gas equipment to serve my customer?

There seems to be no answer to my questions here; is there no law in Wisconsin preventing this type of activity?

C.G.B.

Your problem regarding a contract may be subject to Federal regulation or action as well as that of the State of Wisconsin. There are a number of items which must be considered. We believe there have been several companies in your position which have encountered legal action.

We are not in a position to advise on the legal ramifications, either Federal or State. It is suggested you engage the services of a competent contract lawyer. He can answer your questions and also advise the proper action which you can legally take against those parties which are filling or replacing your cylinders.—Ed.



Liquid propane in pigtail

Kentucky

I have a question on something that has puzzled me for a long time. When we make a 2-cylinder installation we instruct the customer to turn off the empty cylinder and turn on the full one when she runs out of gas.

When we make the delivery and loosen the POL connection on the empty cylinder, sometimes liquid propane squirts out of the pigtail.

How and why is liquid propane there?

B. R.

You do not state if you are using an automatic change-over, just a "T" block or a slug check type of

Letters • continued

manifold connector. We do not believe you are using the automatic change-over device and experiencing the trouble you have described.

The vapor coming out of the second cylinder can enter the pigtail of the empty cylinder. If the weather has been warm and is now cool, or the cylinders were in the sun and later are shaded, the second pigtail may become colder than the gas. Then the gas will be cooled and condense. It will happen only under certain conditions.—Ed



Welding again

Virginia

Re your letter on lead welding, page 25 of the March, 1956, issue, we approached a local battery company and they state that they now use natural gas and oxygen, but do not know what flame temperature is required.

Do you know whether compressed air and propane would do the job? They are interested if we can do it and save them money.

J.G.C.

We suggest that you or your client contact Delco Batteries, West Willard St., Muncie, Ind. Direct your inquiry to Mr. Haubersin.

Delco uses propane or butane in preference to natural gas even though it costs more per unit of heat than natural gas. We believe, however, that they use it in conjunction with oxygen. The flame temperatures for both natural gas and L.P. gas are near enough the same that this is not a criterion.—Ed.



Hot house heating

California

Could you tell us how many Btu's of heat would be necessary to keep a 22,000 sq ft building at a minimum temperature of 65°? This building will be used as a "hot house" for producing winter produce.

Also what would be cheaper to install and more economical to operate, forced air (blower) or hot water piped under ground?

If you can't send me this in-

formation by letter as soon as possible, would you furnish us with the names of someone in this area that can send us this information?

W.A.H.

We cannot give you the heat requirement of the building to which you refer without more information regarding its construction.

We believe the forced air direct fired heaters will be the more economical type of unit to use. However, they should be vented and care taken to provide adequate ventilation.

There are two or three installations of this type in the Oxnard, Calif., area. It is suggested you visit them and check their experience. Charles Eaton, of Algas Fuel Service, located north of Oxnard on Highway 101, is familiar with the installations there and will be pleased to direct you to them.—Ed.



Oil can't compete with LPG

Indiana

We had an inquiry for the Btu content of propane to make a comparison with No. 2 fuel oil. The price of oil is 14.5 cents per gal. and propane is 12.5 cents.

He was talking about 80 per cent efficiency on gas and 72 to 74 per cent on oil, but due to the wide difference in Btu content he could see savings in oil. He was familiar with an actual case and from the above figures it appeared that the oil was the cheaper, but from the actual usage it did not show the figures to be correct.

The customer in question had a 1000-gal. tank installed 3-25-54 with 850 gal. gas for \$106.25. On 12-11-54 520 gal. for \$65 and 2-12-55 379.8 gal. for \$47.48. Total value of gas put in tank, \$218.73. As of March 9, 1955, they had 70 per cent in the tank, or \$87.50 worth. Deduct \$87.50 from \$218.13 and it leaves a balance of \$131.23 used in one year.

This included water heating, refrigeration, cooking and heating. This period represented 3765 degree days. Allowing \$5 per month for all three appliances irrespective of the furnace, the appliance usage on gas would be \$60 annually. Then \$131.23 less \$60 would cost \$71.23 for heat. This was a 2-bedroom home with an 85,000 Btu gas furnace. What do you figure and how do you arrive at the cost to heat the

same house on No. 2 oil at 14.5 cents per gal.?

C.W.L.

We believe the efficiency figures of 72 to 74 per cent used for oil are higher than actual practice studies have shown to be applicable. Tests made in the New York area indicate that the efficiency of oil burners in domestic heating installations is in the order of 60 per cent rather than 72 to 74 per cent.

Another item which the customer is often required to pay every year is a \$10 or \$15 service charge for cleaning and repairing the oil burners which is not required for the gas burners. How about the cost of electricity required to operate the oil burner? Has that been included in the oil costs? This may amount to \$8 or \$12 per year for oil firing. Gas burners don't require it.

Now as to some of the figures; gas costs \$.12½ per gal. delivered. This amounted to 91,600 Btu, approximately. Actually at 80 per cent efficiency only 73,280 Btu reached the room from the gallon.

A gallon of No. 2 oil costs \$.14½ per gal. delivered. No. 2 oil contains about 138,800 Btu per gal. Only 60 per cent or 83,280 Btu actually reached the room.

The number of gallons of propane to replace a gallon of oil on the heat delivered basis is $83,280 \div 73,280 = 1.135$. Then the cost of enough propane to replace a gallon of propane in actual heat delivered is $12.5 \times 1.135 = 14.2$ cents, which gives propane a slight edge already. Now add the cost of electric power and oil burner service to the oil fuel bill and propane is well in front.

Figure it another way. The case you name used 1,049.8 gal. of propane in the period listed. This included all services. The \$60 deducted for cooking, water heating, and refrigeration represents 480 gal. Then the net for space heating is 569.8 gal. of propane. It was found above that it took 1.135 gal. of propane to deliver as much heat to the rooms as one gal. of No. 2 oil. Then it would require $569.8 \div 1.135 = 502$ gal. of oil. Five hundred and two gal. of oil @ \$.14½ = \$72.79 plus \$8 for electric power to operate the burner plus \$10 service charge to clean and adjust the burners makes the winter oil bill about \$90.79.—Ed.



**Your One Supplier with everything in L.P. gas
and Anhydrous Ammonia Equipment**

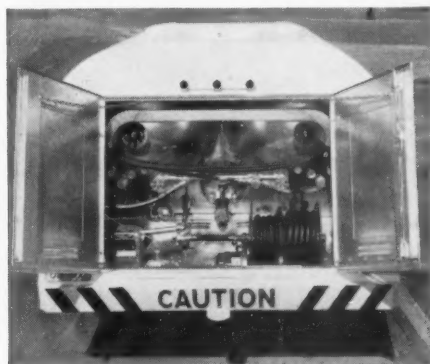


"The Loadmaster" LPG Truck Tank

"Pastels By Pasley"

COLOR—The Modern Trend! Bring your LPG Equipment up to date. Available in following colors . . . (write for information)

BLUSH PEACH	SMOKY GREY
SUNSHINE YELLOW	SEAFOAM BLUE
MUSTARD LIME	WEDGEWOOD GREEN
EUREKA ORCHID	ROSE BEIGE
LAKE BLUE	DESERT ROSE

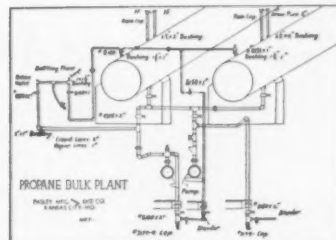


PASLEY-DESIGNED Truck Tanks (see above and left) were first to feature all controls from one location. All operation is from one point—rear compartment.



BULK PLANTS Pasley LPG and Ammonia type installations—a turnkey job or engineering for your own installation. Write, wire or call.

Also a complete line of accessory equipment.



"EVERYTHING YOU NEED IN L.P. GAS AND AMMONIA EQUIPMENT"

The Pasley Mfg. & Dist. Co.

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VOTING

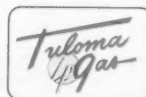
CORNERSTONE OF DEMOCRACY . . .

issues, the right to discuss those issues are the very essences of democracy. For persecuted for centuries. These are the great is most fundamental, for without the right discussion become futile. But voting is when it is convenient as a hat is worn or solemn obligation. In a democracy the people but if the people abdicate and refuse to rule a dictator, or an organized, selfish group. Voting if it is not constantly exercised it will shrivel up

The right to become informed on public in public, and the right to vote. . . these these rights men have fought and been privileges of free men. And of these voting to translate ideas into action, study and not alone a privilege to be exercised only left off as the mood suits us; voting is a are the rulers through their elected representatives; then someone else will step in, a political boss, may be compared to a muscle in the human body; and all use of it will become lost entirely.

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TULOMA GAS PRODUCTS COMPANY
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beyond the mains

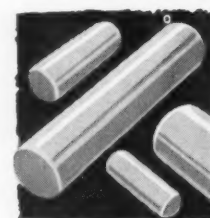
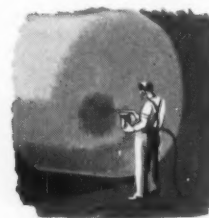
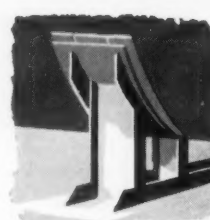
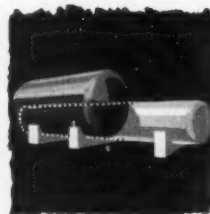
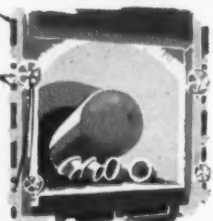


REFINERS EXPECT A GASOLINE PRICE WAR THIS WINTER. We wouldn't bother you with this detail except that your interests are involved, and the situation might lead to greater opportunities for you. Price wars, as you know, are the result of surpluses. The oil companies have too much gasoline and too little stove oil in their reserve storage. To get enough stove oil to meet their heating commitments, they must make a surplus of gasoline, and they have no place to put it. This impending surplus is the lesser of two evils. A shortage of heating oil would practically panic the country, but a gasoline price war will only panic the stockholders, who are somewhat less numerous than the general public. At present there seems to be nothing short of the closing of the Suez Canal that could bail the companies out.

And where do you come in? The refiners do not like price wars, and their stockholders are even less sold on their desirability. As long as the demand for heating oil remains at its present level there is the possibility of a repetition of this price war problem in any ensuing winter. The simple answer is to reduce the number of oil burners. The oil companies will probably not take the initiative in this, because in the majority of cases their oil distributors are also their gasoline distributors. And like any other human beings, these distributors will fight a lot harder to protect the business they already have than to get new business that they have never had.

The logical people to correct this situation are the groups that would gain by the change. The gas industries, obviously. And that brings us right back to the old problem of load balance. Neither the producer nor the dealer can afford the luxury of high winter heating gallonage unless it is balanced by a reasonably high summer gallonage. The opportunity is there--the number of oil-fired furnaces is almost as great as the number served by gas. They can be changed, but the oil companies are not going out and change them for you. That would be working against the interests of the gasoline distributors, on whom they depend for the lion's share of the company profits. It's there for you to get, but you will have to make your own arrangements about its delivery.

Continued



ACF TANKS

JUST LIKE INSURANCE

There is no better insurance against trouble than "First-in-Quality" **ACF** Storage Tanks. **ACF**'s precise control of each step of the manufacturing process insures the excellence of every **ACF** Tank. Complete stress relieving for more uniform strength and longer life...all-inclusive radiography for freedom from welding imperfections...Hartford Steam Boiler Inspection in accordance with ASME 1952 code W-XR-SR...these have been typical and routine procedures at **ACF** for a long time. This is your assurance that **ACF** Tanks will not only meet your most rigid specifications, but will provide trouble-free service for years to come.

Other reasons why it pays to buy **ACF** Tanks; steel grit-blasting for smoother surfaces... finest primer...manways for thorough inspection and cleaning...steel saddles and supports for installation on flat surfaces (optional)...plus large diameter design which saves up to 30% installation space.

ACF Tanks are available in capacities of 30,000 gallons down to 265...for L-P gas, anhydrous ammonia, and other gases or liquids under pressure. For more specific details, write or call: Dept. B-11, AMERICAN CAR AND FOUNDRY DIVISION, **ACF** Industries, Incorporated, 30 Church Street, New York 8, N. Y.

Sales Offices: Chicago, Ill.; St. Louis, Mo.; Cleveland, Ohio; Philadelphia, Pa.; Washington, D. C.; San Francisco, Calif.

acf

STORAGE TANKS • SAFETY VALVES



IT'S HARD TO FIND L. P. GAS AT NIGHT. For an itinerant trucker, that is. Highway 99, the "Broadway of California," probably has more truck service stations with butane pumps than any other similar stretch of highway on earth. There are at least 30 such service facilities between Sacramento and Los Angeles. But unless one is particularly looking for an LPG dispenser, not more than half a dozen would be noticed even in the daytime. At night the facilities practically disappear. The reasons are not too hard to find.

These dispensers are mostly in service stations handling major brands of gasoline and oil. The stations are well painted, well lighted, and well signed for the branded products of the supplying oil company, and for the tires and batteries carried by the station. The LPG is not the "favored child" of the oil company that supplies the station and gives every possible break to its own products via paint, lights and signs. The oil company is not about to direct public attention to a product that competes with its own more profitable product, gasoline. If LPG gets a merchandising break in these stations it will be because someone directly interested in its sale has finally gotten around to putting up the necessary signs and lights to direct the public to the pump.

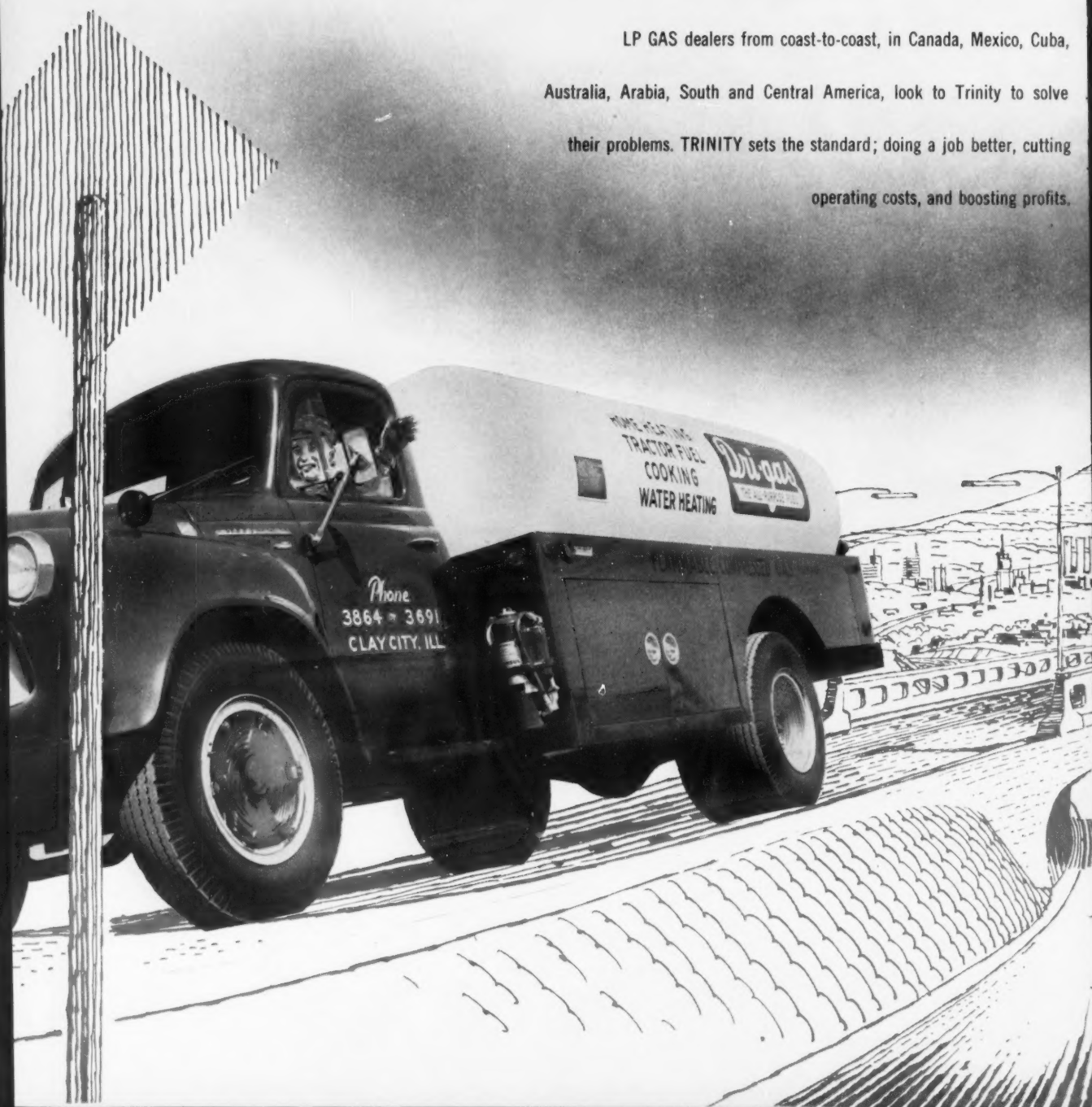
That puts the bee right on the dealer supplying the account. And it emphasizes an opportunity. Since there is a little time, trouble and expense involved in providing adequate lights and signs to make the product competitive, most LPG dealers will put these improvements off indefinitely. What do they think? If someone wants a fill of the best motor fuel on earth, he will find it? He will, and it might be profitable to make it easy to find.

THERE ARE MORE 220 VOLT INSTALLATIONS THAN LPG TANKS in the heartland of America, according to a survey recently completed by one of the leading midwestern rural magazines. This same report contains some other jarring notes that should help our industry to avoid becoming smug about our accomplishments. For example, of the new heating installations placed in service last year, almost half as many were electric as were gas. A slightly larger group put in wood or coal heating appliances, and the new oil heat installations almost equalled those on gas. And the new electric range installations exceeded new gas range sales in that territory by more than three to two.

Karl Abell

PEAK LOADS

LP GAS dealers from coast-to-coast, in Canada, Mexico, Cuba, Australia, Arabia, South and Central America, look to Trinity to solve their problems. TRINITY sets the standard; doing a job better, cutting operating costs, and boosting profits.



THE NEW TRINITY STORY

The brand new 18 page booklet tells the story of Trinity and its products, and how to get them.



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4001 IRVING

WITH *TRINITY*

TRINITY'S precision engineering for 20 years has meant low repair costs. TRINITY truck tanks will meet any specifications with a minimum of lost weight.

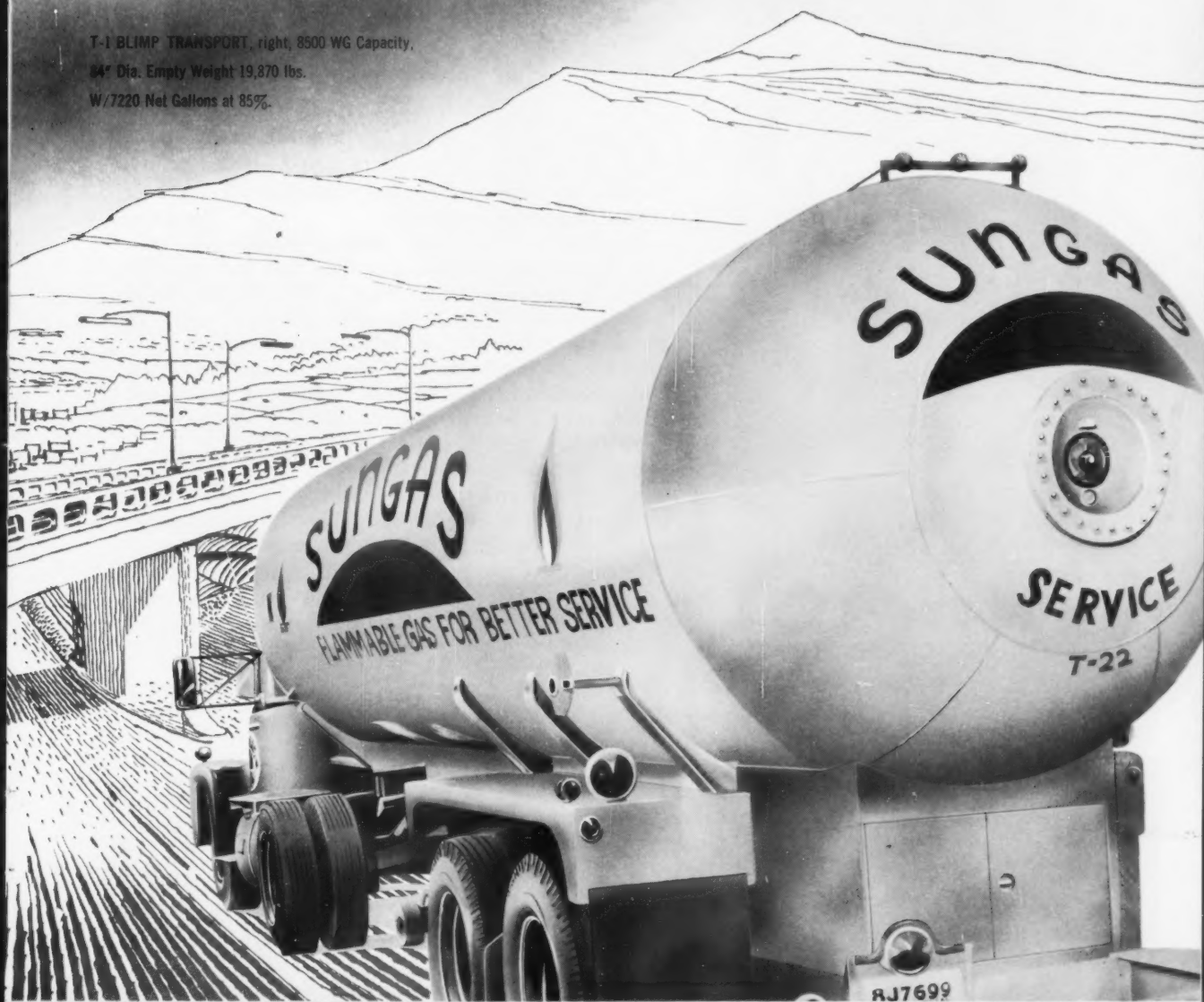
MODEL 100 TWIN, left, 2175 WG 250 lbs. W.P. ICC MC-330—

Requires 102" C to A Chassis

T-1 BLIMP TRANSPORT, right, 8500 WG Capacity,

64" Dia. Empty Weight 19,870 lbs.

W/7220 Net Gallons at 85%.

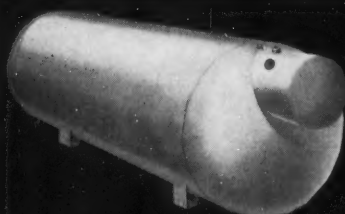


TRINITY STEEL COMPANY, INC.
EVEREADY GAS SYSTEMS

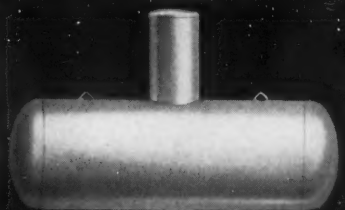
DALLAS, TEXAS PL 7-9901

For your volume customers **SCAIFE FuelPack**

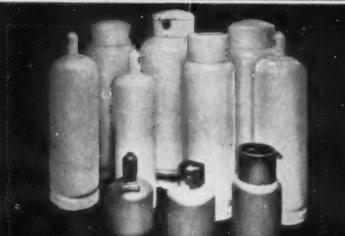
There's a
SCAIFE CONTAINER
fitted to your need



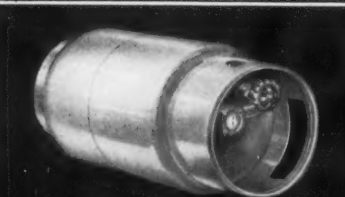
Above Ground Tanks



Underground Tanks



ICC Cylinders



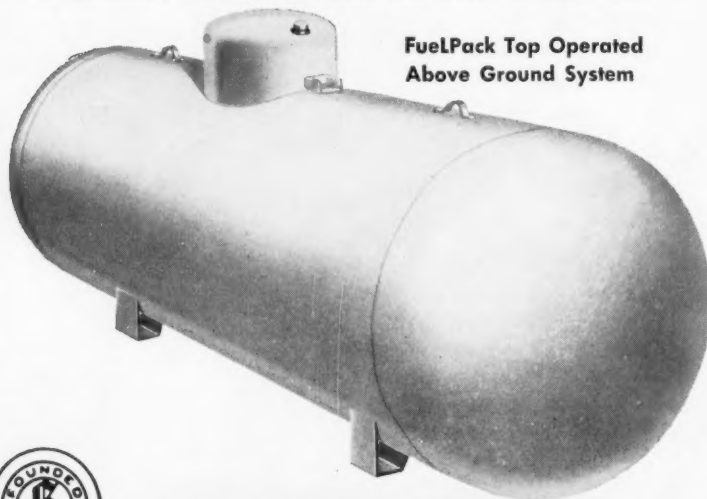
Lift Truck Cylinders

If you're set to cash in on the trend to greater per capita consumption of LP-Gas, Scaife Company offers a diversified line of dependable top and end operated A.S.M.E. Above Ground Systems.

End operated designs are available in water capacities of 250, 285, 500 and 1,000 gallons, and top operated designs in water capacities of 250, 285, and 500 gallons.

You can rely on Scaife FuelPacks to give complete satisfaction. Only the highest quality materials . . . carefully selected for LP-Gas service . . . are used. Each unit complies with the American Society of Mechanical Engineers' Code and is listed by the Underwriters' Laboratories, Incorporated.

Whatever your requirements for LP-Gas containers, there's a Scaife unit that will fit your needs. Write today for more complete information and you'll see why Scaife is becoming the choice of more and more LP-Gas men.



**FuelPack Top Operated
Above Ground System**



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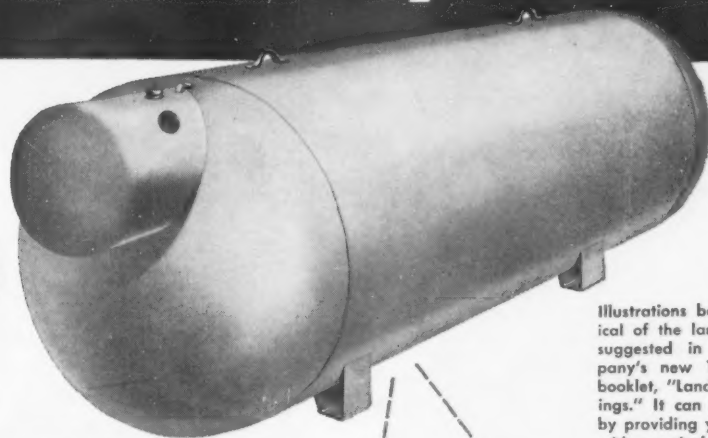
Above Ground Systems

6 BIG REASONS SCAIFE above ground tanks are better

FuelPack End Operated
Above Ground System

- 1 New 16" wide removable curb box**
Permits free access to system valves and regulator during tank filling—hook-type hinge can't jam or rust.
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Tank heads designed for maximum strength . . . built, tested and inspected in strict accordance with the American Society of Mechanical Engineers' code. Each tank carries the Underwriters' Laboratories, Inc. listing.
- 3 Extra strong lifting lugs**
Each tank is equipped with two 1" wide lifting lugs of $\frac{3}{8}$ " bar stock. Lugs are integrally-welded to the tank for maximum strength.
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Serviceman or home owner may read the fuel-level gauge without unlocking or opening the curb box.
- 5 Extra-strong tank supports**
Integrally welded to the tank and provided with slotted bolt holes for easy installation where bolts are required.
- 6 A tank that's shipped dry**
Every SCAIFE tank is dry before it leaves the plant.

Write for complete information



Illustrations below are typical of the landscape plans suggested in Scaife Company's new 12-page color booklet, "Landscape Groupings." It can help you sell by providing your prospects with practical planting suggestions to increase the good appearance of their LP-Gas installation. Use the coupon to get a sample copy today.



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Please send me your free literature on Scaife

- ☐ Above Ground Tanks ☐ ICC Cylinders
☐ Underground Tanks ☐ Landscape Groupings

NAME

COMPANY

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NEW...

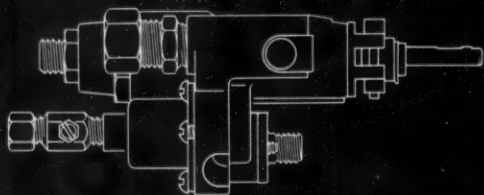
ELECTRO-MAGNETIC
HOOD ASSEMBLY

INTEGRAL
FILTER

ONE-PIECE
DIE CAST
ALUMINUM BODY

LOCKING FEATURE
FOR EXTRA SAFETY

STEM FITS
STANDARD HANDLES



Harper Safety Broiler Valve

100% safety shut-off feature with full control ON FRONT of your modern gas range

The sturdy, aluminum die-cast body is precision machined to exacting tolerances... combines in one compact unit the gas valve, safety shut-off mechanism and a pilot filter. Of course this simplifies the assembly operation—reduces costs and means fewer parts to inventory. And because the Harper Safety Broiler Valve can be mounted to a standard manifold—costly “bumping” is eliminated. It’s a plus feature for your range, too. Resetting is easy—merely push the handle in and light the pilot. No stooping, no reaching—and the locking valve handle says dramatically, “it’s safe”!



WRITE TODAY—for detailed specifications and further information. The Harper Safety Broiler Valve is available either with or without Hi-Lo valve and 100% shut-off feature.



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ORIGINATORS OF CENTER SIMMER BURNERS

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NEW...

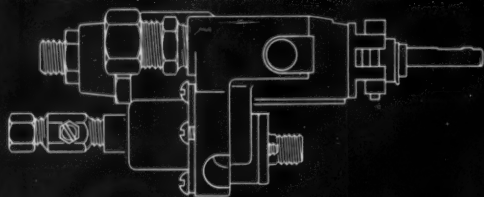
ELECTRO-MAGNETIC
HOOD ASSEMBLY

INTEGRAL
FILTER

ONE-PIECE
DIE CAST
ALUMINUM BODY

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A Trend that's right on the Track!

It's a national trend to automatic gas heating equipment that tops any previous year! And the experts predict that 20 million more gas heating appliances will be sold between now and 1960!

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So don't worry about starting a trend! Just concentrate on steering it to your place of business!

Turn to Temco...

for the best and best-selling gas heating appliances!

TEMCO, inc.

NASHVILLE 9, TENNESSEE

"Gas Heating Specialists for the Nation"



"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"

ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
WARM AIR FURNACES AND AIR CONDITIONING

TEMCO, INC., Department B-831
Nashville 9, Tennessee

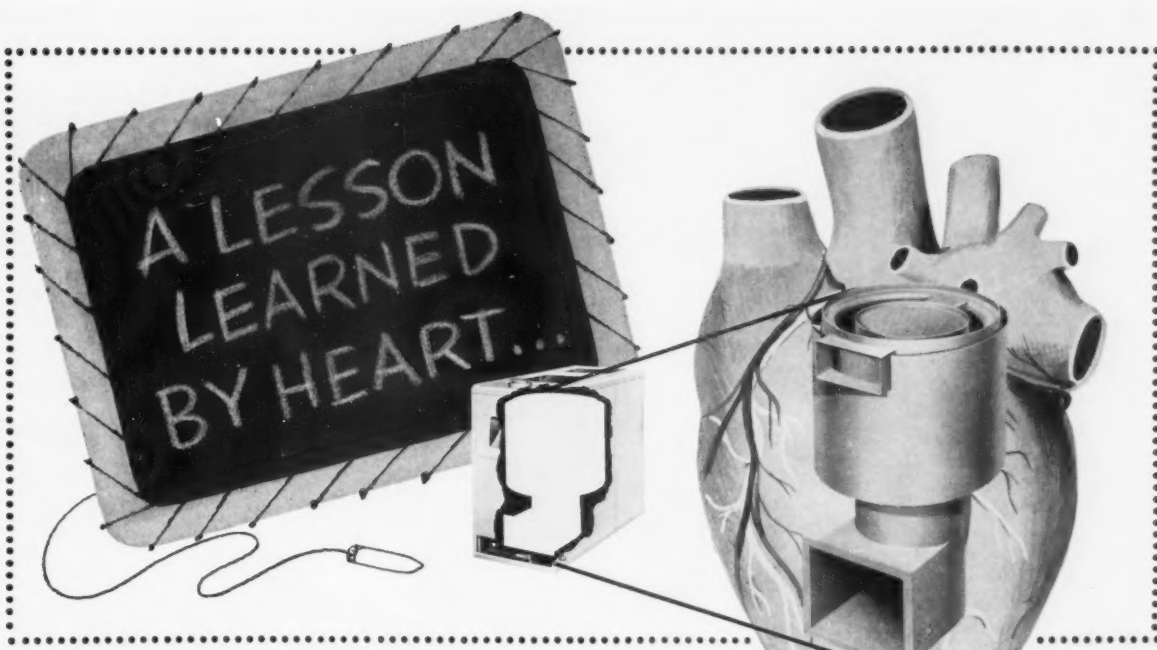
Please send me full information on the Temco line of gas heating appliances.

Name

Firm Name

Address

City Zone State



Everyone who has ever had any experience with gas central heating units has thoroughly learned one thing (and some have learned it the hard way) —

The heart of any heating unit is the heat exchanger!

That's why the durability of the heat exchanger is the most important thing about any heating unit. And that's why Temco's exclusive new Ceramic-Clad* is big news in the heating field!

The heat exchangers in all Temco Lo-Boys, Hi-Boys, Gravity Furnaces, and Counter-Flo Furnaces are finished in Ceramic-Clad—a high-temperature porcelain enamel finish that is impervious to rust and will never burn out.

*Ceramic-Clad**



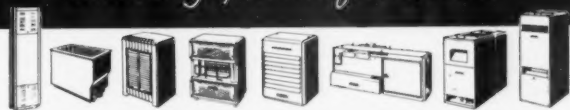
pioneered by Temco, is similar to the finish used for jet aircraft combustion chambers. It's capable of withstanding temperatures far higher than any furnace will ever reach. And it completely eliminates the danger of rust from condensation when the furnace is used in combination with air conditioning for summer cooling.

And in addition to Ceramic-Clad, Temco brings you other outstanding features such as exclusive Uni-Port Burner and silent operation.

*TRADE MARK REGISTRATION PENDING

*Turn to **TEMCO** for the best in gas central heating*

TEMCO, inc.
NASHVILLE 9, TENNESSEE
"Gas Heating Specialists for the Nation"



"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"

ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
WARM AIR FURNACES AND AIR CONDITIONING

Temco, Inc., Department B-831
Nashville, Tennessee

Please send me catalog and full information on
Temco Automatic Gas Warm Air Furnaces.

Name

Firm Name

Address

City Zone State

See your



AMERICAN-Standard

distributor! . . .

AIR CONDITIONING DIVISION



..... He's the man with the complete

DEALER PROFIT PROGRAM

No half-way measures . . . no half-way profits when you join up with your distributor of American-Standard Air Conditioning Division products. You'll find that he's a *specialist* in warm air heating, summer cooling and year 'round air conditioning . . . with a complete, top quality product line plus full technical and pro-

motional service. He has *everything* you need to build your reputation as a specialist . . . to sell constructively . . . to sell in volume. Contact him for the Complete Dealer Plan—he's listed in your classified telephone directory under "Furnaces" and "Air Conditioning Equipment". Or, if more convenient, just mail the coupon.

Complete product lines

HEATING. Gas-fired and oil-fired winter air conditioners in basement, utility, counterflow and horizontal models . . . all sizes. Also coal-fired winter air conditioners and gravity furnaces, oil burners and gas burners.

COOLING AND YEAR 'ROUND. American-Standard is now the largest residential line on the market! Full range of water-cooled add-on and package models; 2, 3 and 5 hp air-cooled outdoor condensing units plus vertical, counterflow and horizontal air-flow and blower-equipped evaporators. Large selection of heating-cooling combination units equipped for gas or oil firing with water-cooled or air-cooled summer air conditioning.

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TRAINING CENTER at American-Standard Air Conditioning Division factory, Elyria, Ohio, provides intensive courses, both elementary and advanced, covering all phases of heating and cooling layout, installation and servicing. **"HOW-TO" MANUALS.** Complete, concise technical data are provided in easy-reference form; also, detailed installation and application manuals on each and every model.

FIELD SPECIALISTS. You work closely with your distributor's technical specialists who, in turn, are backed by American-Standard field and factory engineers. This means that you can approach even the most difficult equipment applications with confidence and authority.

Complete promotion

DEALER IDENTIFICATION. "Authorized Dealer" Certificate, indoor and outdoor illuminated signs, window banners and many other impressive identification items are included.

NEWSPAPER AD MATS. Wide variety of heating, cooling and year 'round pre-tested ads and product cuts.

SALES LITERATURE. Dozens and dozens of colorful pieces to help you promote and sell effectively.

RADIO AND TV. One-minute spot announcements and recorded singing commercials for radio; one minute filmed commercials for TV.

COOPERATIVE AD PLAN—the industry's most liberal cost-sharing promotional program.

AMERICAN-Standard

AIR CONDITIONING DIVISION



American-Standard Air Conditioning Division (Dep't B-P 11)
40 West 40th Street, New York 17, N. Y.

Please have your nearest distributor present The Complete Dealer Plan.

NAME _____

COMPANY _____

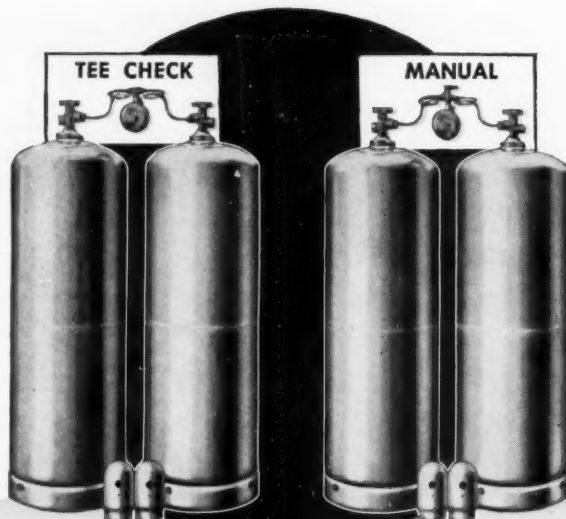
STREET _____

CITY _____ ZONE _____ STATE _____

Whatever the user's requirement, Weatherhead has a "package" to suit. Weatherhead packaged systems consist of two 100 lb. cylinders with caps and fast-filling valves, your choice of changeover manifold, regulator, pigtails and mounting bracket.

TEE CHECK System, the Economy Package, Cat. No. 91015. Capacity 70 cfh, 175,000 Btu.

MANUAL System, the Package of Convenience, Cat. No. 91014. Changeover lever has positive sealing action. Capacity 70 cfh, 175,000 Btu.



complete system packages from Weatherhead . . .



AUTOMATIC System, Cat. No. 91013, the Customer - satisfaction Package, a "must" for users with automatic appliances; 100 cfh, 250,000 Btu—plenty of capacity to supply range, water heater, dryer, incinerator, and space heater. Cat. No. 91012 package includes extra length copper tubing for remote mounting of service-reserve indicator for easy visibility near a kitchen window.

available on five year credit terms

With a comparatively small initial cash outlay and term payments on the balance, you can acquire Weatherhead packaged systems — they include all equipment needed for making complete bottled gas installations. Long credit terms is another of Weatherhead's sincere efforts to . . .

help you expand

You can conserve working capital for other needs and still serve more customers, make more profits. Weatherhead packaged systems earn for you while you pay for them — and they . . .

satisfy your customers

The dependable performance and attractive appearance of Weatherhead systems are always customer appreciated. If you want to get ahead and stay ahead, turn to Weatherhead.

For your copy of the new Catalog 1502 on Weatherhead Bottled Gas Equipment, write today to: The Weatherhead Company — 300 East 131st Street, Cleveland 8, Ohio. In Canada, The Weatherhead Company of Canada, Ltd. — St. Thomas, Ontario.



WEATHERHEAD

. . . is showing the way!

**BPN**

Washington Report

From BUTANE-PROPANE News Washington Bureau

Home builders worry

Home builders, with many months of sagging activity behind them, fear that the government's recent actions loosening slightly the home mortgage market won't be enough to restore the industry to its booming pace of last year.

Builders—and many of the industries which depend on new houses for much of their market—say the government's action reducing the down-payment on FHA-insured houses costing under \$9,000, and three other moves designed to make home mortgages more attractive to financing institutions, won't do any good because of the reduced supply of money caused by other government actions not relaxed.

The administration, just a few weeks before it eased home-buying regulations, had further tightened up the money supply to head off an inflation-deflation cycle it feared was building up. Home builders, who had said that new house construction this year might fall below 1 million units—compared with 1.32 million last year—say the easier terms will help restore customers for their product, but won't bring money out of hiding so purchases can be financed.

In addition, they point out that while the lower down payment requirements and other actions are a "step in the right direction," the cost of building materials such as steel, aluminum and gypsum are rising, and thus there are very few areas in the country where a \$9,000 house can be built.

Tax cuts look dim

Prospect of tax cuts affecting all, or even part, of 1956 is dimming. Government expenditures are rising as fast as the booming economy can provide extra tax revenues.

New Budget Bureau and Treasury Department estimates of the budget for this fiscal year (ending next June 30) put the surplus at a scant \$700 million—not enough to finance a significant personal or business tax reduction. Officials always guess on the low side, so a somewhat larger surplus would not be unexpected.

But it would take \$2 or \$3 billion to finance a tax cut of any importance.

Despite the gloomy budget picture, however, congressional politicians will do a lot of tax-cut talking

next year. Both political parties have promised tax cuts soon. So, barring some drastic switch in either revenues or expenditures, the most likely outcome will be tax cuts effective in 1958 on both personal and business income, aiding particularly the small businessman.

Appliance taxes increase

Excise tax collections by the federal government on appliances continues to increase, reflecting rising sales.

Latest report from the Internal Revenue Service shows that for the 12 months ended last June 30, the government received \$49 million from taxes collected for refrigerators, freezers, air conditioners and similar equipment. This compares with \$38 million in the previous 12 months.

Sales in the three months ended this June 30, however, amounted to \$13.1 million, slightly below the \$14.7 million recorded in the same period in 1955.

Total taxes paid on gas, electric, and oil appliances in the 12 months ended June 30, 1956, amounted to \$71 million, compared with \$50 million for the 12 months ending a year earlier. In the April-June period of 1956, collections for these appliances amounted to \$18.6 million, also down slightly from the \$19.3 million recorded in the same period in 1955.

Fraudulent checks increasing

Businessmen who regularly cash checks are again warned by U. S. postal authorities to be wary of unknown endorsers because the number of fraudulent checks is increasing.

The Post Office Department reports that the number of mail boxes being robbed of checks, money orders, and postal savings certificates is rising rapidly. Arrests for theft from mail boxes accounted for almost 50 per cent of the total of 6800 postal crimes last year. Drug addicts, seeking money to get narcotics, account for many of these thefts.

Merchants who carelessly cash checks can wind up with a serious loss, because in virtually all cases the person cashing a forged check must suffer the loss.

Neil Regeimbal, Correspondent

L-P GAS IS NOT A SIDELINE AT TEXAS NATURAL

Bbls.

19,000
18,000
17,000
16,000
15,000
14,000
13,000
12,000
11,000
10,000
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7,000
6,000
5,000
4,000
3,000
2,000
1,000
0

1949 1950 1951 1952 1953 1954 1955 1956

Here is a production chart showing the per day production of Texas Natural products to June 1, 1956. With this kind of production, plus the world's largest LP-Gas underground storage facilities, and one of the nation's largest LP-Gas tank car fleets, Texas Natural is leading the field in **QUALITY, SUPPLY** and **DEPENDABILITY**.

For the best LP-Gas contract you ever had, look to **TEXAS NATURAL GASOLINE CORPORATION**, 800 Enterprise Building, Tulsa, Oklahoma.

BUTANE
PROPANE
NATURAL GASOLINE



Petrolane votes YES on BUDGET BILLING

By MARTIN A. BROWER • Associate Editor

IN America, "painless payment plans" are available for most of our major expenses including birth, death, and a majority of the intervening transactions.

"Easy monthly payments" has become a household word. Everywhere, and for everything, more and more people are finding that budgetism — regular, unvarying monthly payments—falls right in with today's way of life. Even the federal government has fallen in line by withholding regular monthly payments from the paycheck instead of demanding a lump sum for income tax at the end of the year. And monthly deductions for social security are today's substitute for savings.

With the entire nation "monthly payment-minded," anyone who has something to sell is bound to have an easier time of it if payment can be made in even monthly installments.

In the heating field, where demand for fuel varies with the climate during the year, fuel bills

have long been a rising and falling item on the household budget. During the winter, bills soar along with fuel usage. To a good many families, winter fuel bills loom as a real obstacle and to a good many fuel dealers, collection of those bills is no easy matter.

Oil heat dealers long ago discovered how to smooth out the rising and falling bills into even monthly amounts. It is only re-

BUSINESS OPPORTUNITIES

FOR SALE—L. P. GAS BUSINESS. Strong sales potential, no accounts receivable problem, no monthly statements to mail, customers pay in advance, no pirating of accounts, no skipping. Good summer-winter ratio, dealer can route and schedule deliveries at his own pace. All customers have adequate storage, appliances easy to sell.

Where is this business opportunity located? Right in your own plant. Sound fantastic? It needn't. This type of dealership can be yours with a budget billing plan.

cently, however, that L. P. gas dealers have adopted this same practice, which is called "budget billing."

What is it?

Not only is budget billing just what today's customer wants, it is made to order for the L. P. gas dealer.

When a customer is signed up for budget billing, his annual fuel bill is computed from last year's records, if he is an old customer, or it is estimated, if he is a new customer. The resulting figure is divided into 12 equal parts and the customer pays that amount each month. At the end of the budget year, the actual bill—based on the amount of gas actually used—is calculated and the

LOOK!
MY JANUARY GAS BILL
IS NO MORE THAN
MY JULY BILL *
AND
FOR THE COLDEST MONTH
OF THE YEAR!

*...because we use
Petrolane's Budget Gas Plan
(L.P. GAS WITH EQUAL MONTHLY PAYMENTS)

- CLEAN
- EFFICIENT
- SAFE
- ECONOMICAL
- DEPENDABLE

Some all expenses are heavier in winter... But's why so many folks indicate this new economical way of buying L.P. Gas... through the PETROLANE BUDGET GAS PLAN.

We divide your yearly fuel bill into 12 equal payments... based on our estimate of how much you'll use. Then we give you a Petrolane budget paper containing 11 installments mortgage to be used when making your monthly payments. On the twelfth month you will receive a balancing bill. If you have used less fuel than we estimated you receive a refund. If payments do not meet actual cost, you are billed for the balance.

We maintain the tanks, service them promptly and automatically... once an oil of gas cut. Sometimes your budget by calling GAS PLAN.

Visit our showrooms and see the facts, modern L.P. Gas appliances.

ENJOY THE CONVENIENCE OF PETROLANE L.P. GAS SERVICE

PETROLANE
PROVIDES

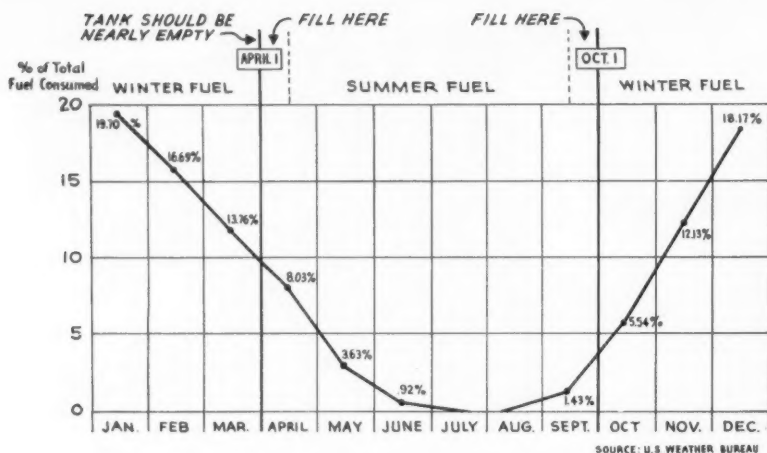


Fig. 1. Budget billing helps bring the winter-summer ratio more closely into balance by permitting the dealer to fill the tank at his convenience.

difference is billed to the customer if the monthly payments were too low or credited if the payments exceeded actual use.

As an example, a customer's annual bill might come to \$180. If budget billing were not used, he might have to face several high bills during the winter and not have any during the summer. With budget billing, the \$180 is divided into 12 equal monthly payments of \$15 each which are paid regardless of when the fuel is used. If at the end of the annual period it is found that only \$170 worth of fuel was used, the customer is credited with \$10.

Some dealers use an eight month or 10 month period instead of 12, and the overpayment or underpayment during the eight or 10 month period is evened out on the bills of the four or two warmer months when the plan is not in use and bills are lower. In most cases, however, such plans become complicated and difficult for the customer to understand. One dealer who had both a 10 and 12 month plan had so many more customers sign up for the 12 months that he switched all of them over to the full period.

While some dealers go so far in their praises as to call budget billing "a revolutionary concept for the LPG industry especially," few LPG dealers across the nation use the plan as yet.

Why use it?

There are six major reasons why budget billing is so heartily endorsed by dealers who have tried it.

1. Budget billing is a powerful sales tool. People are geared to budget buying, so going along with the trend makes selling easier.
2. Budget billing reduces the accounts receivable problem. Since high bills are eliminated, bills are easier to pay. They are budgeted by customers just as they do with their payments on cars, washing machines and babies. Not only does this cut collection problems, it creates a better customer-dealer relationship.
3. Budget billing virtually eliminates pirating of accounts. The customer is tied to the dealer financially, so will not change his fuel supplier. Another result of the financial tie is that skipping without paying the fuel bill is almost unknown.
4. Budget billing permits controlled deliveries. With controlled deliveries, the dealer can level out his summer-winter ratio and cut delivery costs through routing and scheduling at his own pace, rather than at the customer's.
5. Budget billing helps to pro-

vide adequate storage. If the dealer rents, leases, or supplies the customer storage tank, he can put in the size needed.

6. Budget billing sells appliances. Once the customer is paying his heating bill in regular payments, the gas cost for cooking, water heating and other uses can be tacked right on, and so can the cost of new appliances.

Although budget billing is an excellent tool for getting new customers, because of its many advantages dealers now using it are spreading the plan to existing customers as well. The heating customer is of course the meat of the plan, and the bigger and more seasonal the better.

Does it really work?

For some time, Petrolane Gas Service Inc., one of the three of four largest LPG dealers in the nation, kept a watchful eye on the budget billing plan as used by oil heat dealers. Petrolane serves 41,000 customers through 62 plants in California, Nevada, Idaho, Washington, Oregon and Montana and is sparked by progressive management policies.

Noting the success of the oil dealers, Petrolane made a pilot run of the plan beginning in June, 1955, at its Bishop, Calif., plant. Response from this test was so good that six other market areas were included in a larger test initiated last spring. Next spring, budget billing will be available to all Petrolane customers. Results of the larger test have convinced Sales Promotion Manager Glenn Filbert that at least one-half of Petrolane's domestic customers will be on the budget billing plan in the next two to three years.

As presently operating, Petrolane sells the budget billing plan during the four months of March through June only. This is done for three reasons: to help balance the winter-summer ratio, to build customer credits before the heating season, and to take advantage of the extra sales time

that is available during those months.

Of all the advantages offered by the plan, its ratio-balancing potential provides one of the best. If the budget billing period is begun after the first delivery of the summer season is received from the refinery, all tanks can be filled and kept filled all summer. Before the beginning of the winter season, all tanks are refilled. Thus, gallonage delivered during the summer soars upward.

When the winter season begins, tanks are already full so winter gas does not have to be purchased in heavy quantities and the winter filling rush is done away with. Toward the end of the winter season, tanks are allowed to be nearly empty. Entering winter with full customer tanks and leaving it with near-empty tanks evens out the winter gas buying hump. The tanks are then nearly empty when the first summer load is received and all can be filled. The winter gas peak goes down and the summer slump comes up. The winter - summer

ratio is brought more closely into balance. (Fig. 1.)

Load-balancing then is one of Petrolane's reasons for signing customers up during the spring. If the plan is offered all year around, the load-balancing potential is still present. If the budget billing starts during the winter, the gas can be kept at a relatively low level in the tank until the summer season.

Petrolane's second reason for offering the plan only during the spring is to allow the customer to build up a credit balance before the heating season. Thus, if a customer is billed in monthly payments beginning June 1, he will have paid in a sizeable amount of cash before he starts using much gas. The company has the customer's money to work with and the customer is financially tied to the company. If he stops paying, the company already has the money and so does not lose. He will not skip out and leave an unpaid bill, since the company owes the customer money instead of the usual other way around.

And, another dealer will not be able to get the account, since the customer has already paid for much of the gas he has not yet received.

Third reason for Petrolane's spring sign-up is that when the rush-rush winter season is at an end, so more personnel are available to work on getting new customers through budget billing and signing old customers for the plan.

Petrolane signs customers for budget billing on a 12-month basis only, and the contract is renewed each year. Sales Promotion Manager Filbert believes this is the simplest way and provides the lowest monthly payments.

Petrolane is highly pleased with the results of its budget billing program for other reasons. One of the most important is that the accounts receivable situation has been vastly improved. This results of course from customers becoming accustomed to regular monthly payments and no really high bills.

Another advantage of the reg-



Fig. 2. A personal touch to Petrolane's direct mail advertising is provided by the letter (left) which accompanies each budget plan leaflet (below).

how the PETROLANE BUDGET PLAN works

We divide your yearly fuel cost into 12 equal payments... based on our estimate of how much you'll use. Then we give you a Petrolane budget payment packet containing 11 individual envelopes to be used when making your monthly payments. On the twelfth month you will receive a balancing bill. If you have used less fuel than we estimated, you receive a refund. If payments do not meet actual cost, you are billed for the difference.

THERE ARE NO FINANCE CHARGES

FOR EXAMPLE: Let's say the estimate of your total gas requirements for a year is \$180, including range, water heater, refrigeration and home heating. We would divide your total by twelve, and you would pay only \$15 each month. If you used only \$173 worth of gas, you would be billed for only \$8 on the twelfth month.

If you used \$185 worth of gas you would be billed \$15 on the twelfth month. You pay only for the gas you use.

SAVE MONEY WITH PETROLANE L.P. GAS
...the clean, efficient home fuel

SIX TIMELY TIPS FOR SAVING FUEL DOLLARS

Keep this check list handy in your kitchen cupboard...

- 1. Avoid Excessive Home Temperatures**
Some people think they have to "feel" the heat in order to be comfortable. This leads to the habit of pushing up the thermostat to temperatures that are not only unnecessary but unhealthy. Higher-than-needed temperatures are costly too. For each degree the thermostat is set above 70, the seasonal heating cost will increase about 4%.
- 2. Shut Off Heat When Bedroom Windows Are Open**
If bedroom windows are to be open during sleeping hours shut off heat to the room and close door.
- 3. Close Fireplace Damper**
When the fireplace is not being used, the damper in it should be closed to prevent warm air from being drawn out of the house.
- 4. Close Unused Rooms**
If one or more rooms are out of use, shut off the heating supply to the closed area and keep door tightly closed. If hot water heat is used, do not allow the temperature of the room to drop below freezing.
- 5. Lock Windows on Cold Days**
Windows fit tighter and keep out the cold when locked.
- 6. Learn About Home Insulation**
Insulation has become an important factor in maintaining comfort. It saves fuel in the winter and protects against excessive heat in the summer.

YOUR PETROLANE DEALER

"LOOK!"
MY JANUARY GAS BILL IS NO MORE THAN MY JULY BILL *
AND THE LOWEST AVERAGE OF THE YEAR

because we use
Petrolane's Budget Gas Plan

PETROLANE for HOME & COMMERCIAL USE

FD-350 (Rev. 10-17-73) (2-7-77)

COMPANY _____

DISTRICT _____

DATE _____

NOTIFICATION OF "BUDGET PLAN" CUSTOMER

NAME _____

TYPE OF ACCOUNT

ADDRESS _____

☐ BULK

☐ METER

"PLAN" to Commence on _____ (Effective Date)

Terminate on _____ (Effective Date)

Tank Size (Gross Gallons) _____ Tank Gauge Reading _____ % on _____ (Date)

Fuel Repurchased on Credit Memo No. _____ Gallons _____ Amount \$ _____

Meter Reading (If Applicable) _____ on _____ (Date)

COMPUTATION OF ANNUAL COST

GAS APPLIANCES IN SERVICE	B.T.U. INPUT	CONDITION (Heat, Fan, Pump)	EST. ANNUAL USE IN GALLONS
<input type="checkbox"/> Heating Equipment			
<input type="checkbox"/> Range			
<input type="checkbox"/> Water Heater			
<input type="checkbox"/> Gas Refrigerator			
<input type="checkbox"/> Gas Dryer			
<input type="checkbox"/> Other:			
TOTAL ESTIMATED USAGE			

Total Estimated Use (Gallons)
Price per Gallon _____

TOTAL ANNUAL COST . . . \$

Less: Credit Balance

on Account due to:

1. Repurchase of Fuel . . .

2. Previous Budget Plan . . .

NET ANNUAL COST . . . \$

AGREEMENT

The undersigned agrees that the above Net Cost of \$ _____ will be divided into _____ equal monthly payments of \$ _____ payable on or before the tenth of each month. On the due date of the final payment, an adjusting statement will be sent to the undersigned showing credit or debit balance for the Budget Plan Period. If debit balance exists the undersigned agrees to pay within ten (10) days, unless _____ elects to accept payment on other terms. If a credit balance exists, the undersigned may request a check or apply amount on the following years "Budget Plan." In event "Budget Plan" is terminated prior to termination date as shown above, an adjusting statement will be sent immediately, and the account settled within a ten (10) day period.

Signed _____

(CUSTOMER'S NAME)

DISTRICT MANAGER

FD-30 (Rev. 2-62) (2-6-67) (4-6-67)

COMPANY _____

DISTRICT _____

DATE _____

TERMINATION OF "BUDGET PLAN"

CUSTOMER
NAME _____

ADDRESS _____

TANK SIZE (Gross) _____

GAUGE READING _____ %

TANK CONTENTS _____

METER READING _____

(IF APPLICABLE)

* These Readings must be taken on final day.

1. Reason for Termination of Plan

☐ End of period

☐ "Short-term" cancellation

2. Will Customer continue on Budget Plan?

☐ YES ☐ NO

3. If "NO," explain reason: _____

4. If customer will continue as regular Bulk Account, complete the following:

Fuel in tank billed on attached

Invoice No. _____ Gallons _____ Amount \$ _____

FOR ACC. REC. OFFICE ONLY

Credit to Budget Account for fuel in tank
issued on _____

Credit Memo No. _____ Date _____

Gallons _____ Amount \$ _____

Statement mailed _____ (Date) _____

Confirmed By: _____

Prepared by: _____

Approved by: _____

BULK FUEL RECEIPT

ular equal monthly payments is that monthly statements do not have to be mailed. The customer is provided with an envelope for each month and the money comes in automatically. With no monthly statements to mail, money is saved on bookkeeping and there is no customer irritation such as usually comes from statement mixups and errors.

The saving in delivery cost when using the plan has been found to be tremendous. Tanks are filled when the company wants to fill them and not when the customer wants them filled. Because of this, routes and schedules can be worked out in the office according to the best routing and scheduling principles.

Selling is definitely easier with a budget billing plan. New customers can get gas service with a minimum cash outlay. Petrolane received a surprise in one customer category — the big commercial accounts. "We thought that firms with good capital re-

sources would not particularly care to sign up for the plan, but a great many of them went for budget billing in a big way," Mr. Filbert reported. Petrolane found that even those customers who ordinarily paid for gas when it was received were anxious to be able to space payments in even monthly amounts.

What has experience shown?

Although the plan has proven highly successful for Petrolane, one and one-half years of operation has already shown several areas where improvement can be made. A newly revised plan is currently being readied and will have a trial run in Petrolane's newly-acquired Montana marketing areas. Its primary purpose in that area will be to gain new customers. When the kinks are ironed out, the new plan will be extended to all areas.

Major change will be on the method of charging the customer

for fuel. Currently Petrolane's budget billing customers are billed for amount of LPG used. This will be changed to amount of LPG delivered. Primary reason for the change is in the amount of work involved in handling present customers.

At this time, when a customer is signed up for budget billing the gas in his tank is bought back by Petrolane. Petrolane then owns all of the gas in the customer's tank. This is reported to have a good effect on the customer, who enjoys selling gas to the dealer for a change. The new budget billing customer then starts right out with a credit on the books. But the resultant paperwork is a heavy load. In order to buy back the customer's gas, the tank has to be gauged, which requires a trip to the tank before the deal is closed. Then, an inventory must be kept as to how much the customer uses, resulting in additional work.

Under the proposed new plan,

the gas will not be bought back. Instead of keeping track of the amount used, the customer will be charged for amount actually put in the tank. This will do away with the initial trip to the customer's tank to gauge it, with keeping an inventory of the tank's contents, and with gauging it at the end.

Another change will be to keep the plan in force on a continuing basis instead of letting it expire after each 12-month period. At the end of the budget year, the customer's payments will merely be raised or lowered for the next year depending on his purchases during the past year. This will do away with re-signing every customer every year.

Whereas the present plan was limited to purchase of LPG only, the new plan will enable customers to also buy appliances and tanks, pay for installation, or pay for tank rental. For new customers, this will mean that the cost of a new tank and installation can be spread over 12 months. Appliance sales too will be easier since the cost can merely be added to the existing payments.

How does it work?

Petrolane's present budget billing operation, which will be altered in certain respects as mentioned above, can be broken down into three phases: signing up the customer, delivering the fuel and collecting the monthly payments.

In getting old or new customers on the budget billing plan, the availability of the plan must first be made known to them. Petrolane is using newspapers, radio, direct mail and personal contact.

Newspaper ads feature a housewife gleefully exclaiming that her January gas bill is no more than her July bill. Radio copy features similar punchy messages. A more complete explanation of the plan is given in a direct mail leaflet sent to customers and prospects. The cover is similar to the newspaper ad and like the ad is designed to catch attention. Besides an explanation of the plan, the pamphlet includes "Some In-

teresting Facts About L. P. Gas vs. Oil," a fire loss chart showing the safety of LPG and "Six Timely Tips for Saving Fuel Dollars." (Fig. 2.) A letter is mailed with the leaflet to give it a personal touch and to invite action (Fig. 2).

The plan is put across by personal contact every time a salesman contacts a new prospect for L. P. gas heating, since budget billing is considered such a powerful sales tool. Personal selling is also done by delivery and service men, and every time a customer comes into the office.

"Word-of-mouth advertising is especially important in selling budget billing," Mr. Filbert stated. Naturally, word-of-mouth advertising takes time. Because of this, Mr. Filbert would caution dealers not to be too concerned over results of selling the plan the first year, since the first year is the hardest. The second year, after word-of-mouth testimonials

have spread, selling will be much easier.

Once the customer has been attracted to the plan, has been convinced of its advantages, and is ready to sign, his tank gauge or meter is read in line with the present plan and a simple form is filled out (Fig. 3). If the customer is new, a regular lease and sales agreement is also completed.

In making out the budget plan form, the effective date on which the plan is to commence is indicated. In every case, the budget plan is made effective as of the first of a month. If the agreement is completed on or before the 15th, the effective date is the first of that month. If the agreement is completed after the 15th, the effective date is the first of the following month.

In crediting the customer for the amount of gas in his tank which is repurchased by Petrolane, a regular credit memo is prepared allowing full cost credit



Fig. 4. Customers are provided with 11 envelopes in which to enclose monthly payments. Each envelope carries a different Petrolane advertisement.

Budget billing . . . A monthly payment plan benefits both customer and dealer

to the customer. This is done by the employee at the time the gauge is read. The driver reports this on his regular daily sales and delivery report.

The budget plan sign-up form contains a box in which gas usage can be estimated. This includes Btu input, condition and estimated gallonage for each appliance. The "Condition" column can be used to influence purchase of new appliances when a customer is shown how condition can affect fuel cost. In estimating fuel usage, an extra 10 percent is added for contingencies. Petrolane's philosophy on this is that it is better customer psychology to overestimate the bill and give the customer a credit at the end of the year than to have to bill the customer for more.

Total annual cost including tax is then entered on the form. From this cost, any credit balance on the books, including the credit for repurchase of gas, is subtracted and the net annual cost is entered. The net annual cost is divided by 12 to get the monthly payment and the figure is rounded off to the nearest dollar for the joint convenience of the customer and Petrolane. Both customer and district manager sign an agreement which includes the amount of the monthly payment.

The initial payment by the customer is made at the time the agreement is signed and applies to the first month of the plan. Each monthly payment thereafter becomes due on the first of the month and is delinquent if not received by the 10th. Payments are therefore actually made in advance.

The customer gets one copy of the agreement, the district office gets the original, and one copy goes to the accounting office. The plan is then ready to go into effect on that customer's account.

The second phase of the plan is fuel delivery. Petrolane takes

full advantage of the ratio-balancing advantages of the plan and patterns its deliveries accordingly. Fuel delivered to a bulk budget plan customer is reported on a standard fuel invoice, priced exactly as any regular sale to a bulk customer. All copies of the invoice, however, are stamped with the words "Budget Plan" directly under the invoice number.

Customer signatures are secured wherever possible to support delivery, and invoices are reported in the driver's daily sales and delivery report in the usual manner. The driver's route cards for budget plan customers are stamped as such.

Third phase of the plan is collection of monthly payments. For this, Petrolane has prepared a convenient payment packet. This is a packet of 11 envelopes, one for each month of the plan except for the last when the annual adjustment is made. The envelopes are stapled to a cover which folds into a neat pack. The cover contains a record of payment which is filled out by the customer.

Each month, the customer fills out the information on the inside flap and mails his payment in the envelope. Each envelope contains a different advertisement where the customer has to see it when filling out the information on the flap (Fig. 4). Each ad promotes a different use for LPG.

When the 11th envelope is used, the bottom flap on the pack which held the envelopes explains that a summary statement will be mailed to the customer for the 12th month.

Mailing monthly bills is eliminated—the customer already has them. When the envelopes are received in the office, the proper name on the customer list is checked off.

If payment is not received during the first 10 days of the month, the credit department is notified

and a reminder is sent to the customer. If payment has still not been received by the first of the following month, the customer is sent a notice of termination. If payment is then not received in five days, the budget plan is terminated unless extenuating circumstances are found. A statement subject to immediate payment is sent to the customer.

During the course of the budget period, the estimated fuel use is checked by Petrolane. As of the normal accounts receivable closing date nearest February 1 of each year, the accounts receivable office supplies a list of budget plan customer accounts, showing each customer's balance between payments and deliveries. If any customer has a large debit or credit, the estimation of total annual cost was probably too far off.

Where a large balance exists, the customer is notified so that he will know in advance what to expect on the final summary statement. If practical, the amount of the customer's remaining payments may be revised upward or downward to compensate for the debit or credit.

The summary statement is sent at the end of the budget period. It adjusts the final payment to compensate for the debit in the event of underpayment or the credit in the event of overpayment.

At the end of the budget period, or if the plan is cancelled for any other reason, a form is made out to terminate the plan (Fig. 5). If the customer does not continue on the budget plan, a regular fuel invoice is issued billing him for the gallonage content of his tank. If he continues, this is not necessary since the fuel in his tank is company fuel. This termination report will be done away with for continuing customers under the new plan which will not terminate each year.

Petrolane sees no need for customer meters in the budget billing plan, but where a customer

(Continued on page 89)

CLOTHES dryers are put into the hands of consumers today much as were horseless carriages, indoor plumbing and mechanical refrigerators in days gone by—they are sold, not bought.

The product is still relatively new and different. Most housewives continue to express the belief that the clothes line is still good enough for them just as they once insisted the cake of ice and Old Dobbin were good enough for them. Actually, it is only a matter of time before the clothes line is as obsolete in the backyard as an outhouse is today.

Since customers do not usually go out shopping for dryers, dealers have to go out shopping for dryer customers.

Although selling such a market is more difficult than selling a market which has become familiar with a product through years of using it, opportunities in the clothes dryer market are actually better than with other appliances. In selling ranges, the dealer usually has to wait until the customer is ready to do away with her old model before she is ready to buy a new one. The dryer market, on the other hand, is almost completely unsaturated. There is no need to wait for



Gas dryers must be demonstrated to be sold and the best place to demonstrate a home appliance is in the home. Here are the facts on why L. P. gas dealers are starting to push gas dryers and how you can get a foothold in this important and virtually untouched market.

Dryers are not bought—they are sold

replacement. The opportunity exists now, but the product must be aggressively sold.

The market

Let's take a look at the dryer market as it stands at this moment. There are a total of 38.7 million homes in the United States with washing machines. Each one of these homes is a potential customer for a clothes dryer. Each home chose machine washing over a tub and washboard, so the women of the homes must want labor-saving devices. And where clothes are washed, they must be dried. Of the 38.7 million homes with washing machines, only 4,938,000 have clothes dryers, according to the latest estimate of the American Home

By CARL ABELL and MARTIN A. BROWER

Editor

Associate Editor



Gas clothes dryers are faster and more economical than electric units yet electric models are outselling gas dryers three to one. With more than 87 per cent of the potential market as yet unsold, however, the battle is still a young one.



Fig. 1. Clothes dryer market saturation.

Laundry Manufacturers Association. That is a market saturation of only 12.7 per cent (Fig. 1).

Approximately 1.7 million dryers are expected to be sold by the end of this year and more than 2 million will probably be sold each year by 1960. Sales will continue to accelerate each year thereafter until instead of 12.7 per cent of the market having dryers, 12.7 per cent or less will be without dryers.

The question is this: After the selling battle is over and the virgin market is exhausted, how many of these millions of clothes dryers will be gas and how many will be electric?

At the present time, only 25 per cent of all dryers in American homes are gas. That means that for every gas dryer sold, the electric boys have sold three. A look at Fig. 2 shows that whereas gas and electric clothes dryer sales were almost equal in 1946, gas was left behind in the dust by 1950.

Why sell dryers?

There are three good reasons why L. P. gas dealers should try

to sell the dryer market: the opportunity for appliance sales, the opportunity for gas sales, and to protect the gas load.

With 87.3 per cent of the market not yet sold, clothes dryers present one of the greatest opportunities in appliance sales. As the trend toward dryers continues to grow, the market will become easier to sell and demand will increase. Dryers offer a good markup and if sold aggressively now can put the dealer in the middle of the market for high appliance department income.

Clothes dryers represent not only an additional gas load but a year-round load. An average family will have from six to eight dryer loads each week and this continues during the summer as well as the winter. Each L. P. gas clothes dryer sold represents another addition to a good, steady load.

The third reason for selling dryers is to protect the present and future gas load. Efficient electric dryers require 220 volts and once the home is wired for 220, there is greater chance that the next kitchen range will be electric. A gas dryer can be the key to an all-gas instead of an all-electric home.

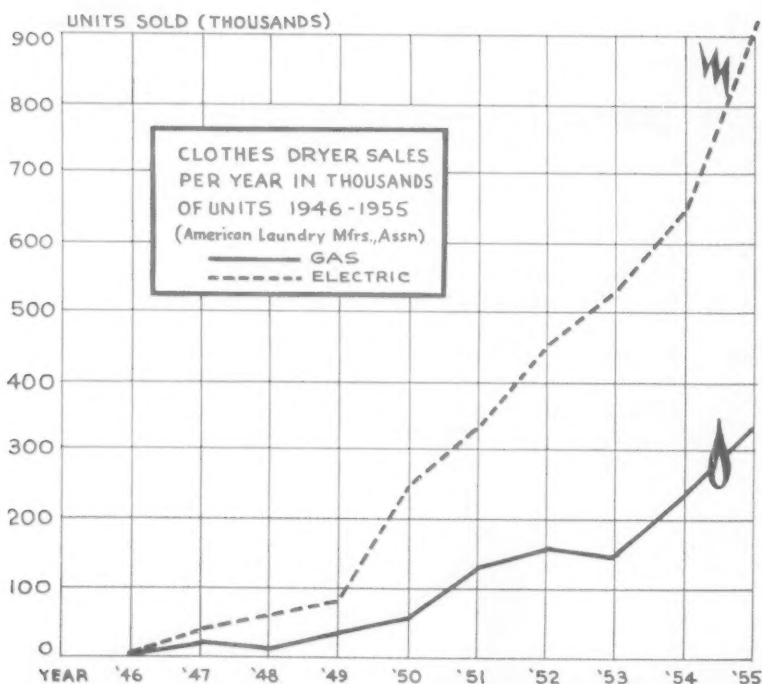


Fig. 2. Comparison of gas and electric clothes dryer sales.

Can gas dryers be sold?

Success of L. P. gas dealers who have really tried to sell clothes dryers shows that they can be sold. Gas dryers have selling points that far outweigh electric units, but the public has to be shown. The best way to show is to demonstrate.

Gas dryers are faster than most electric dryers. An eight lb load of clothes can be dried from 5 to 15 minutes faster with gas. If seven loads are done per week, this is a saving of from 35 to 105 minutes or from 30 to 91 hours per year. And with gas, a perfect job results.

Gas dryers are more economical to operate than electric in almost all sections of the country. E. H. Reitan, Butane Gas Corp., Omaha, reports for example that in his market area it costs from six to seven cents to dry an eight lb load of laundry with electricity and only two cents with gas. That represents a saving in the average home of 31.5 cents per week. And, if the

home has to be wired for 220 volts to accommodate an electric dryer, the customer has to pay a wiring charge of from \$50 to \$100.

Each dealer can make a similar cost comparison for his own area by referring to *Charts I and II*. *Chart I* shows cost per load of clothes dried with propane starting with fuel costing eight cents per gal. and continuing up at one cent intervals to 40 cents per gal. *Chart II* shows cost of drying a similar load of clothing with electricity starting with power costing one cent per kwh and continuing in half-cent intervals up to 4.5 cents per kwh. The two charts are based on the same drying time for both gas and electric.

On the basis of a 40 minute load, a housewife can dry 7.6 average loads of laundry with one gallon of propane. Each load uses approximately .131 gal.

The fact that clothes dryers can be sold anywhere is pointed up in an analysis of the percentage of gas dryers sold in relation to electric dryers in each state based on a state-by-state breakdown of gas and electric dryer sales during 1955. (Fig. 3.) The national average percentage of gas dryers sold in relation to electric was 26.8 per cent in 1955. California sticks out as an area of sales effort with 38.5 per cent as compared to the surrounding states which have 10.4 per cent and below. The great gas state of Texas has only 19.8 per cent for 1955 but its neighbors were way up, Louisiana having 42.7 per cent and Oklahoma having 30.3 per cent.

Illinois has the highest percentage relationship with 55.8 per cent of its 1955 dryer sales being gas units. North of Illinois, Wisconsin has only 21.1 per cent and east of Illinois is Indiana with only 29.5 per cent. The state of New York sold only 19.9 per cent as many gas dryers as electric but its two big neighbors, Pennsylvania and New Jersey, had 30.9 and 29.0 per cent respectively.

Selling clothes dryers

Since a dryer is a new type of appliance, it must be demonstrated

to be appreciated. And the best place to demonstrate any household device is in the home. Once milady has the gleaming dryer in her home, chances are good that it is there to stay.

Eight tips on how to sell dryers were recently issued by the men who should know—the American Home Laundry Appliance Manufacturers. The tips are:

1. *Dryer Rental Plan.* Offer to rent clothes dryers to homemakers with the rental charge to be applied to the purchase price if she buys within a specified time. With each rental bill or receipt, make a sale offer to the renter.

2. *Free Home Trial Plan.* Offer dryer to homemakers on a free home trial basis. After having had the convenience of a clothes dryer, nine out of 10 homemakers will not give it up and will purchase it. Many utilities have enjoyed outstanding success with this plan.

3. *Clothesline Trade-in Offer.* Offer \$00.00 trade-in value for homemakers' clotheslines and clothespins on the purchase of a new clothes dryer in local advertising and store display. It's an offer too good to pass up.

4. *Using the User.* Offer an incentive program to your users for leads that result in additional dryer sales. Dryer users are your best dryer salesmen right now. Special advertising theme—"Ask Your Neighbor Who Owns One."

5. *Rainy Days Sale.* Every day it rains, or on hot days over a certain temperature (depending on the area), offer clothes dryers at

Dryers . . . Gas units are faster, more economical and safe

TABLE I. COST OF PROPANE PER LOAD OF CLOTHING DRIED*

If Cost of Propane in cents/gal. is:	Then Cost per Load of Clothing Dried is:
.08	\$.010
.09	.012
.10	.013
.11	.014
.12	.016
.13	.017
.14	.018
.15	.020
.16	.021
.17	.022
.18	.024
.19	.025
.20	.026
.21	.028
.22	.029
.23	.030
.24	.031
.25	.032
.26	.034
.27	.035
.28	.037
.29	.038
.30	.039
.31	.041
.32	.042
.33	.043
.34	.045
.35	.046
.36	.047
.37	.048
.38	.050
.39	.051
.40	.052

* Based on propane gas with a Btu content of 91,686 Btu's per gal. and a time of 40 min. for an average size load of clothing.

Table courtesy Hamilton Mfg. Co.

TABLE II. COST OF ELECTRICITY PER LOAD OF CLOTHING DRIED*

If Cost of Electricity in Cents/KWH is:	Then Cost per Load of Clothing Dried is:
\$.010	\$.029
.015	.044
.020	.059
.025	.073
.030	.088
.035	.100
.040	.117
.045	.132

* Based on a time of 40 min. for an average size load of clothing.

Table courtesy Hamilton Mfg. Co.

Dryers . . . All-year gas load, entry to non-gas homes, defense vs. electricity

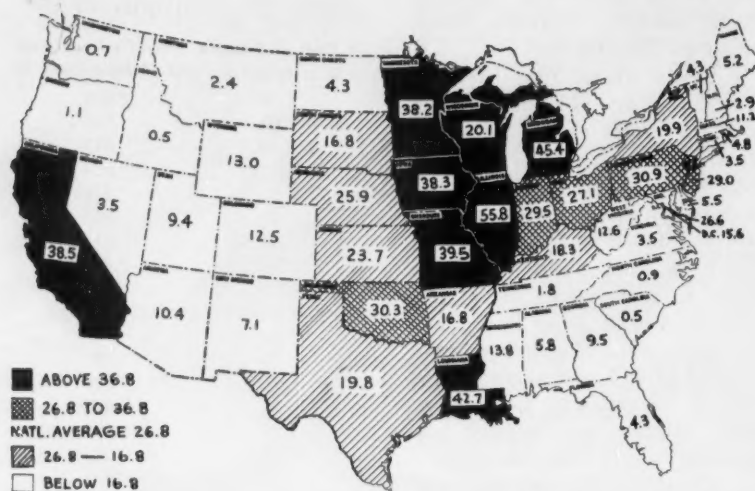


Fig. 3. Percentage of gas dryers sold in relation to electric units in each of the states.



It takes salesmanship to sell clothes dryers but efforts are rewarded through appliance sales, the building of a year-round gas load and the protection of the cooking load.

special buying incentives. Capitalize on opportunities to exploit weather conditions.

6. *Contest.* Run a local contest with an automatic clothes dryer as first prize. Contest might be based on a 25-word-or-less statement on, "I would like to own an automatic clothes dryer because . . ." or "guess the shortest clothesline in the world" (distance between washer and dryer).

7. *Extended Credit Plan.* Offer dryers now with first payment due 90 days later. Use a "Buy Now—Pay Later" theme.

8. *Free Installation.* Offered with purchase of dryer during wet months. This can serve as an additional incentive to potential customers to "Buy Now."

Dryer parties are also excellent sales tools. For a certain consideration, have satisfied dryer customers invite their friends and neighbors over to their homes for a "dryer party." The dealer can supply the refreshments and the housewife herself can demonstrate the dryer. The dealer might add some well-chosen sales points, but nothing will do the trick like a satisfied customer proudly showing off her new dryer to her friends and neighbors.

Sales trends show that the fall months are especially good for selling dryers, so the time was never better to start than now. It is not necessary to go after persons in higher income brackets only, since 40 per cent of dryer sales are to homes costing less than \$10,000. A woman does not have to be rich to want to save 45 miles of walking and 192 hours of drudgery every year. She only has to be sold.

Most clothes dryers are now sold on the "labor saving" appeal. That's the way the early washing machines were sold. But the day came when there was also the matter of "social standing" to consider. No woman wanted to be caught by her friends as she bent over a tub and washboard. The day is coming, and not too far distant, when a woman will be just as sensitive about being caught at the undelightful labor of hanging washing on a line. In those days, clotheslines will be really *de-classe*, and strictly for the birds. ■



The days of the one-room schoolhouse with the pot-bellied stove and unheated outhouse are gone in Jefferson County, Colo. Replacing the schoolhouse are modern insulated structures with forced air heat and cooking ranges. L.P. Gas has helped make the change possible.



The "little red schoolhouse" goes modern

By J. ARTHUR THOMPSON

THE little, old, one-room school which looms so large in the nostalgic remembrances of the oldsters, dealt out a fair brand of education for its day. But don't let anyone tell you that the old days were better. The glowing romance of recollection ignores the stern realities of the time.

Memory ignores the old, big-bellied, black cannon-ball stove which allegedly heated the room, but it roasted you if you were close and allowed icicles to drop from your breath if you were 10 feet away. One side of you shriveled in the heat, while the other side shivered in the cold.

Those unheated outside "doolies"

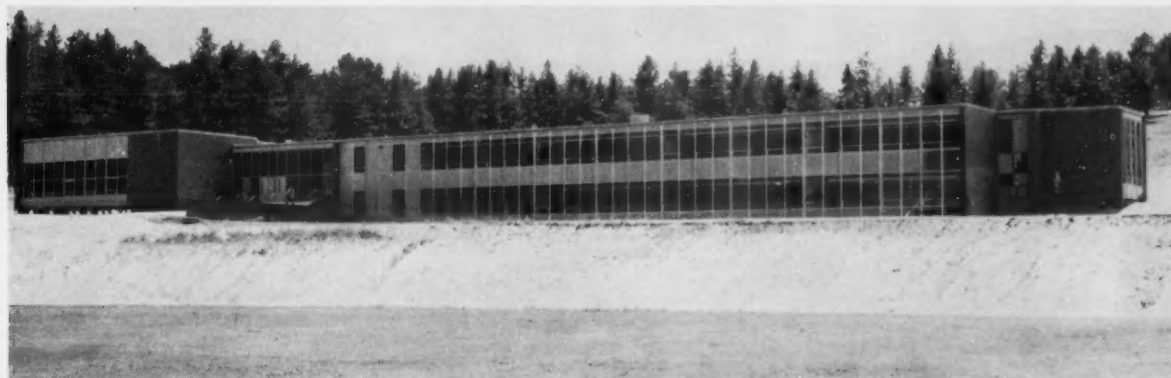
at the back of the school acre may bring a reminiscent twinkle to the eye, but only those loitering trips on fine spring or autumn days are a pleasing remembrance. When the bottom dropped out of the thermometer and the wind whistled across the snow, nobody made that trip except under the prod of stern and urgent necessity.

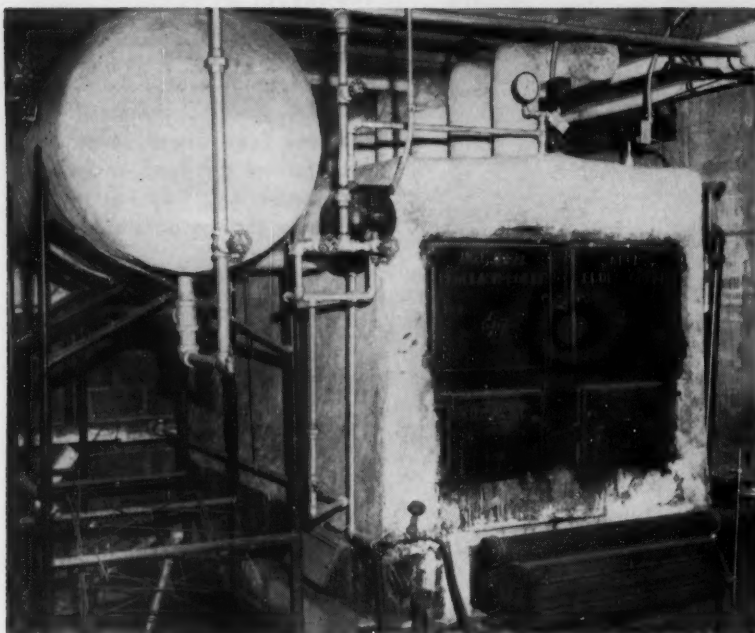
The oldsters forget the frozen lunch pails, the iced over water bucket, the old tin basin where you washed your hands (sometimes). Grandpa did all right in the little one-room country school house, but if there had been something better available, you bet your life he would have had it.

Jefferson County, Colo., knew that something better *was* available and went after it. Jefferson County spreads out in both mountain and plains regions adjacent to the city of Denver. Its school system had all of the problems presented by urban, rural and mountainous conditions. The population in 1950 was over 55,000 and now is better than 70,000.

In 1953 a school bond issue of 10 million dollars was voted by the taxpayers of the county by a mar-

The Wilmot Elementary school on the outer edge of Evergreen takes full advantage of the comforts and convenience of L. P. gas.





Heating as well as hot water for showers in the gym are furnished by L. P. gas. (Boiler room, Evergreen High)

gin of 9 to 1. In 1955, more money was needed and another bond issue was proposed. Because of the previous bond issue, this second one was strongly opposed.

This campaign was the one publicized by Ed Murrow on CBS television on Nov. 27, 1955. Murrow

presented a stirring and vivid example of democracy at work. If you saw that excellent program, you will recall that he showed highlights of the pre-election campaign and of the election itself. He interviewed protagonists of both sides of the question. The



Wilmot School kitchen equipped with L. P. gas appliances.

bond issue of \$7.75 million passed by a margin of five to two.

The new schools were all built on the same general style of architecture and more or less on the same basic plans. For the strictly rural and village schools, propane was of course the logical answer for heating and cooking. Where not already in use, propane gas was installed in some of the older buildings which were retained under the program.

For example, the Morrison Red Rocks School specified a hot air furnace of one million Btu capacity with forced circulation provided by five hp fans. Safety controls are used throughout. Two 1000-gal. (wc) tanks provide the fuel storage and use a Mitchell Vaporizer with 30 gal. per hour capacity. The new Mount Vernon School and the School at Conifer have similar installations.

At Evergreen, Colo., a fast-growing mountain village, there are three schools; two grade schools and a high school. Propane is used in all. In the older high school building, heat comes from two No. 5 Ideal boilers, fired by propane. Hot water is likewise furnished by the clean, blue flame of L. P. gas.

Gas is also available for the burners and other incidental uses in the science laboratories.

In the home economics rooms, students cook with gas and learn from experience and first hand observation the many advantages of L. P. gas in the home. Such installations furnish the clearest and best demonstration of L. P. gas to the future home makers of the country that the industry can ask for.

The new Wilmot Elementary school of Evergreen nestles on the mountain side on the outer edge of the village. It has 13 class rooms and more are needed already. Three more will be added shortly. Heating, of course, is by propane gas. In the lunch room kitchens are steam tables, range and a big Blodgett oven for warming and for baking. Shades of Grandpa and his frozen lunch bucket! If he had only had the conveniences and comforts of L. P.



The Morrison Red Rocks School, typical of the new village schools of Jefferson County.

gas he might have been a mightier man than he was.

At Conifer and other small communities, the new schools are built and equipped along similar lines to the Morrison and Evergreen Schools.

Dr. R. H. Johnson, superintendent of Jefferson County School District R-1, states that since launching the school improvement program and perhaps partly as the result of the Ed Murrow tele-

vision publicity, they now receive applications from teachers in all parts of the United States. They are able to select their teaching force from among the best qualified teachers of the country.

The School District has recently acquired another piece of propane equipment, a Kilthau weed burner to keep down the weeds and tall grasses on school properties. It is proving to be a time and money saving investment.

Propane is furnished to the County Schools on a bid basis. The current contract is held by

Galgas Inc., Aurora, with a branch plant at Morrison, Colo. Carl Ainsworth is the president and general manager of Galgas. Paul Delong is manager of the Morrison plant and handles most of the school deliveries and service. The total load supplied by Galgas approximates 180,000 gal. per year, or between 20,000 and 30,000 gal. per month during the school season. ■

The home economics classes give future homemakers real first hand knowledge of the many advantages of L. P. gas at Evergreen High School.





Unified Gas Industry Promotion

Part two: The Oklahoma Story

By M. H. NORTH, Advertising and Sales Promotion Director
Oklahoma Natural Gas Co.

CAN L. P. gas dealers in any one area actually get together with utility gas companies in that same area and work jointly toward the promotion of gas? The Oklahoma Story is a dramatic illustration of the fact that it can be done, because it is being done, right now throughout the state of Oklahoma. Moreover, I believe the Oklahoma Story is destined to become merely the first chapter of a larger story of gas industry cooperation.

Both the L. P. gas dealers and

utilities in Oklahoma recognized that we have a mutual problem and a common foe—electric competition.

Both segments of the gas business recognized that the country cousin who goes electric might move to town, and vice versa.

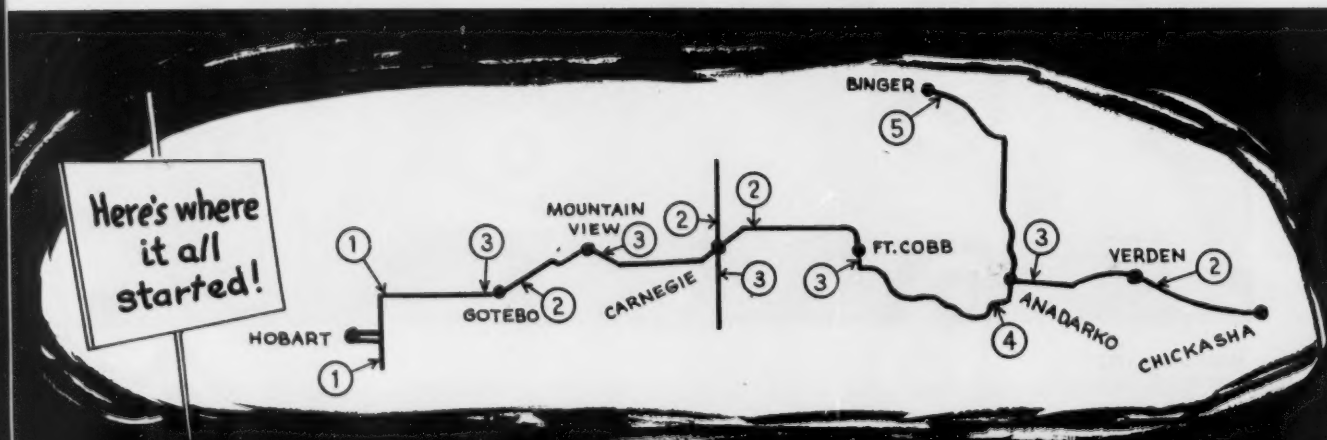
Both segments of the gas business in Oklahoma realized the difficulty of raising and administering a central fund for promotion and of satisfying all parties with a variety of media.

To come up with a program and to resolve the problems of getting that program off the ground, several L. P. gas dealers, under the leadership of Glenn Springer, executive secretary of the Oklahoma L. P. Gas Association, consulted with the Beals Advertising Co. of Oklahoma City, an organization with some nine years experience in working with L. P. gas operators and utilities at the local level.

Together, they took a look at all media to see how it covered the

From this 13-sign concentration along Oklahoma State Highway 9, the unified highway sign program has spread throughout the state. Along this stretch of road are the signs of Oklahoma Natural

Gas Co. (1), T. Witt Butane Co. (2), State Fuel Supply Co. (3), Younkin Propane Co. (4) and Associated Gas Co. (5). Photographs of signs along Highway 9 are shown on these pages.





It began with L. P. gas dealer Lewis Mitchell and spread throughout the state of Oklahoma until today 31 L. P. gas dealers and every gas utility company except one is participating. You cannot go through Oklahoma day or night without becoming aware that gas is the best fuel in the state. These are the results of the unified highway sign program in Oklahoma and is that state's answer to electrical competition. In part one of this series, which appeared in the October issue, we presented the need for united gas industry promotion. Here is part two, The Oklahoma Story. Next month: the unified highway sign program in Pennsylvania, Nebraska, West Virginia, New Jersey and Maryland.

market, how much it cost, how it could be bought with individual participation, how it could be assured of continuity, repetition and uniformity. How could a small L. P. gas dealer buy a small amount and get direct benefits while the metropolitan utility bought more to cover his market? How could it work for the whole industry and still do a good job for the man who paid the bill?

As a result of that study, this group came up with one media that gave a favorable answer to all the questions I have just enumerated.

It was a unified highway program of outdoor signs that sell—not just signs that identify a dealer

or a product, but signs that invite the inquiry that leads to the sale; signs that meet competitive claims and propaganda squarely and shout the advantages of gas both day and night to a population that lives on wheels.

The highway sign program seemed to fit the need and circumstances in Oklahoma better than other media. Highway signs say it again and again to a public that forgets easily. People retain only 52 per cent of the advertising they saw yesterday. In two weeks they remember only five per cent. Therefore, repetition is the soul of successful advertising. Repetition makes the sale. You say it. Your



1. Easy-grip hand wheel.

2. Gall-proof manganese bronze valve stem.

3. Gasket type back seat.

4. Positive lift action (no springs).

5. Leakproof construction.

6. Synthetic rubber diaphragm.

7. New, tough wear-resistant nylon seat.

8. Time tested, positive relief valve.

9. Forged brass body.

3103CO
Standard ICC
Cylinder
Valve.



3109H5

For combustion engine tanks—with excess flow valve.



3109H6

Similar to 3109H5 but with provision for dip tube.

RegO 3100 Series Cylinder Valves are designed to provide greater filling and discharge capacity plus maximum safety discharge area. All feature the exclusive synthetic rubber packless diaphragm construction that insures long service life and positive protection against leakage. A wide range of models with numerous modifications is available to meet varied applications and installation requirements. Write for complete information—or check with your RegO distributor.

Those who know specify

REGO

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CYLINDER VALVES ARE TROUBLE-FREE...

9 important reasons why!

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3105C0

For ICC
Cylinders—
with supple-
mentary fuse
plug.



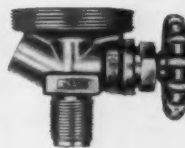
3101C0

Service Valve
—for ASME
Containers.



3103C4

Same as
3101C0 but
with added
vent valve.



2547W

Plumber's
Pot Valve—
dual POL and
tripod outlet
thread.



7140A

With special
excess flow
rating and 3/8"
NPT outlet—
for lift truck
tanks.

RegO LP Gas Equipment is stocked by leading distributors throughout the world ...
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neighboring dealer says it. Your friend, the utility, says it. We say it in Oklahoma. You say it in Pennsylvania and in Wisconsin, Kentucky, Texas, Ohio, Indiana, Nebraska, and Iowa, and in all the other states where this highway program is being instituted and together, we create an impact of a national network of signs. Together we make more sales. The only possible loser is the company not identified with the program. That company operates in a vacuum as far as the cumulative effect of the program is concerned. That company might easily miss all the benefit in its local area.

But I'm getting ahead of my story—or rather, the Oklahoma Story.

How it happened

The Oklahoma program was first

endorsed by the Oklahoma LPGA. Lewis M. Mitchell, Standard Gas & Equipment Co., Clinton, and past president of the Oklahoma LPGA, was the first to contract for highway signs. He was enthusiastic about the idea of a unified sign program, but stated that as an L. P. gas dealer he recognized his own need and felt the boards were worth the cost regardless of whether the utilities could be persuaded to join the effort.

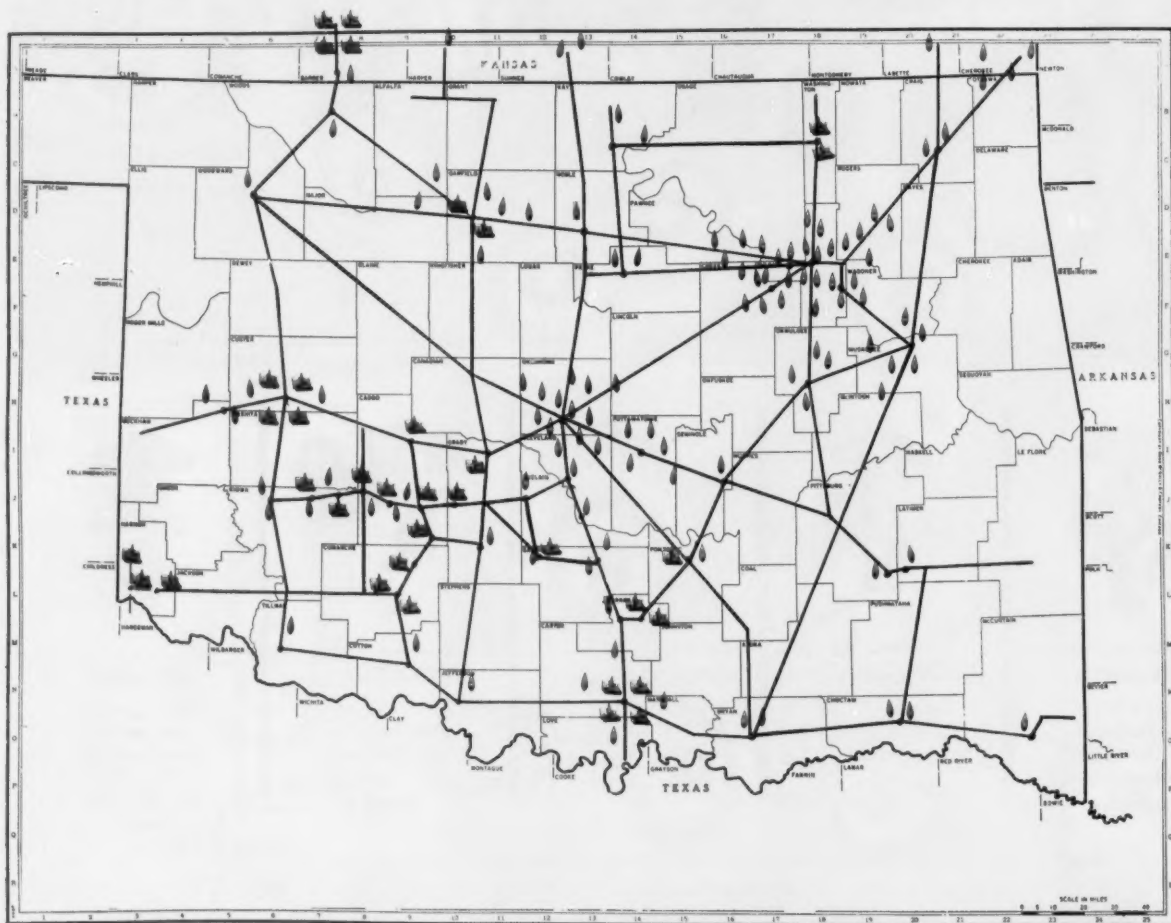
Mr. Mitchell said "Someone has to start this program and it may as well be me!" He erected four highway signs. Shortly after these signs were erected, Oklahoma Natural Gas Co. set up four signs in the same area and the eight signs reinforced each other.

Next step involved B. C. Truitt, Truitt Butane Co., Carnegie, and Earl Newlin, president of State Fuel Supply Co., a utility. Although

State Fuel's headquarters are Oklahoma City, it serves the urban communities in the same general areas where rural gas needs are served by Truitt Butane. These two companies were immediately agreeable to the cooperative idea and planned their locations along Oklahoma State Highway 9 and intersecting approaches.

Nine boards were erected, five for the utility and four for the L. P. gas dealer, in such a manner that motorists traveling in any direction will see at least half of the signs. First comes a "Gas is Best for Cooking," then a "... Best for Water Heating," etc. One bears State Fuel's signature, the next Truitt Butane, and so on.

State Fuel also serves Lindsay, Okla., with natural gas. Lindsay is the home of Marshall Carpenter, president of Oklahoma LPGA and owner of Associated (L. P.) Gas



The state of Oklahoma is dotted with highway signs promoting gas, both L. P. and natural. The map above shows location of

most of the signs, flames indicating utility gas signs and billboards spotting LPG signs.



Paul L. May

...which way to turn

Are you an LP-Gas dealer wondering which way to turn for an adequate supply of product at a competitive price? Are you "getting a deaf ear" from a supplier who actually is in competition with you? You can solve such problems by contracting with Sid Richardson Gasoline Co. for your supply of top-quality LP-Gas.

Because of our independence from company-owned or controlled wholesale or retail outlets we are in position to help our customers. Our success depends entirely on the success of our customers. We offer you a contract assuring year-around delivery at competitive prices. Why gamble when you can obtain our proven performance at no extra cost?

Let us tell you about our record performance and how we protect your interests.

Sid Richardson **GASOLINE CO.**

629 FORT WORTH CLUB BUILDING • FORT WORTH, TEXAS

REGIONAL REPRESENTATIVES

H. M. JONES
5123 NO. NEW JERSEY
INDIANAPOLIS, INDIANA

MARVIN L. DOSS
3310 SYCAMORE
MIDLAND, TEXAS

H. L. SCHMIDLEY
885 ST. PAUL AVE.
ST. PAUL, MINNESOTA

WILLIAM T. CARL
3105 DEWEY
OMAHA, NEBRASKA

RICHARD L. KLINE
1027 WEST LOCUST ST.
DAVENPORT, IOWA



Marion McGill, manager, Truitt Butane Co., Carnegie, Okla., shows sample highway sign at recent meeting during which gas industry promotion was reviewed. Looking on are standing, (left to right) Hal North, author of this article; Lewis Mitchell, Oklahoma LPGA; John Deupree, Oklahoma Natural Gas Co.; and Glenn Springer, Oklahoma LPGA. Seated (left to right) Earl Newlin, State Fuel Supply and Bob Kumler, Oklahoma Natural Gas Co.

Co. Associated also has a branch in Binger, another State Fuel area. Since the two company's areas dovetail so well, Associated erected signs strategically located in relation to those of State Fuel's in their parallel areas.

From that time, other L. P. gas dealers and utility companies joined forces until today every utility in the state, except one, and 31 L. P. gas dealers are participating. Oklahoma Natural Gas Co. alone has 73 signs spotted throughout its territory.

Believe me, you can't get through Oklahoma from any direction today, day or night, without becoming very keenly aware that gas is the best fuel in Oklahoma for cooking, for water heating, for clothes drying, for home heating, for refrigeration, for tractor fuel, and that a lot of people stand behind those messages ready to prove them!

What does it cost?

Average cost in the Oklahoma area for the unified highway sign program is about 10 cents per 1000 impressions. This is based on the average charge of \$15 per month per board and on an average traffic count of locations checked to date.

Monthly rental charges for the boards include fabrication, erection, first class maintenance, liability insurance and full service guarantee. Most experienced advertisers find that the lease arrangement is usually superior and more economical than owning the signs.

No central subscription fund was necessary in this program. Each signboard could say what the individual dealer or utility wanted it to say. Anyone could buy one, 15 or 30 signs depending solely on the need for his area. The signs promote gas as a whole and the individual company as well. We soon expect to exceed the state-wide goal of 200 locations.

I have spent considerable time on the Oklahoma Plan. That does not mean that I feel that it is the only way to achieve cooperation between L. P. gas and natural gas companies. It is only one of the many. The Oklahoma Plan happened to fill a mutual need and to fit the circumstances existing in our state. It established a pattern which has been recognized widely as a good workable, economical and effective plan. It is a wonderful starter toward other plans using other media. It is a common basis on which we, as L. P. gas operators

and utility operators, can build future cooperative promotional activities at both the local and national levels to take our story to the 36 million customers in this country whom we serve together.

Advertising and promotion

Let's look at the vital importance of advertising and promotion, as such, in our business.

Our product is invisible. It performs intangible services. True, it performs those services better than anything else in the world, but our customers don't necessarily know this fact. It would be very simple if we could just display a gallon of liquefied petroleum gas, or a cubic foot of natural gas on our store counter and our customers could tell by feeling of it, or tasting it, or trying it on for size what wonderful services it can perform for them in their homes or on their farms.

We must interpret these services to our customers through the appliances or equipment that utilize our product and that takes advertising and promotion, and plenty of it.

As you well know, we are in a highly competitive business. The electric industry speaks to our customers through big spokesmen—big electrical manufacturers. These big spokesmen speak to our customers through big megaphones on a national scale—through newspapers, national magazines, television and radio.

The gas industry is now developing big spokesmen among its own manufacturers. These manufacturers, together with their association, working with the Liquefied Petroleum Gas Association and the American Gas Association, can be our big spokesmen.

Sometimes, when AGA is heading in one direction and saying one thing to our customers, and its several affiliated regional and many state associations are heading in several other directions and saying other things, and when LPGA and its regional groups are also heading in still different directions and saying still different things to our customers, I cannot help but wonder if our customers can distinguish anything in the babble of many voices which results.



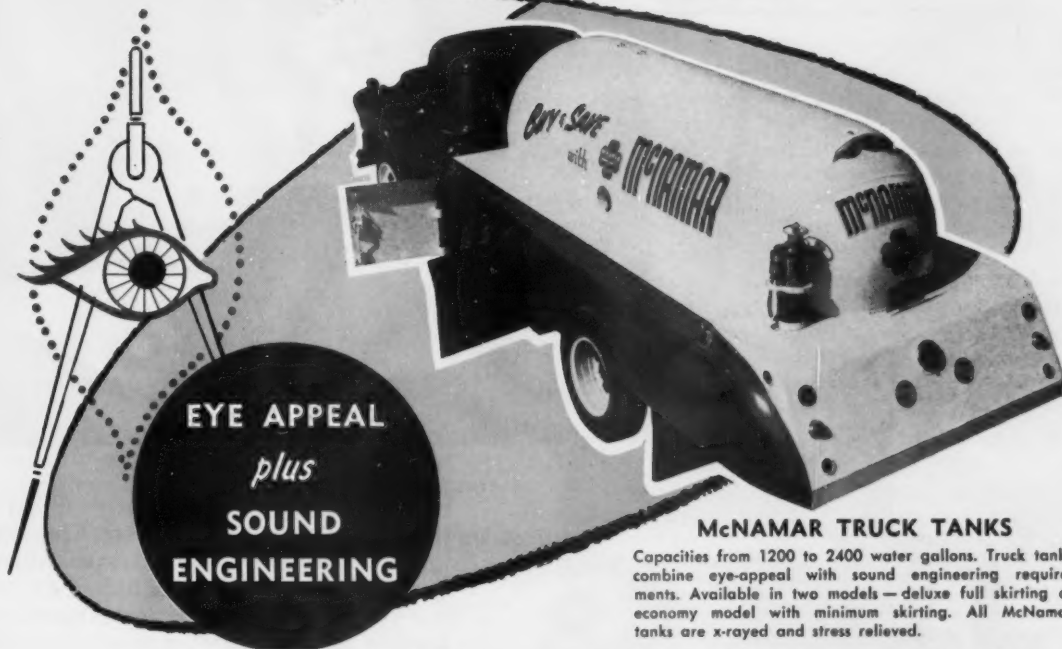
McNAMAR PROPANE SYSTEMS

Manufactured in 4 sizes — 115, 250, 500 and 1,000 gal. Tanks are fully dehydrated and shot-blasted to assure many years of rugged usage. Aluminum or white enamel finish. Dome painted to your color specification.

**MAXIMUM
STRENGTH**

plus

DURABILITY



**EYE APPEAL
plus
SOUND
ENGINEERING**

McNAMAR TRUCK TANKS

Capacities from 1200 to 2400 water gallons. Truck tanks combine eye-appeal with sound engineering requirements. Available in two models — deluxe full skirting or economy model with minimum skirting. All McNamar tanks are x-rayed and stress relieved.

Why wait? Start now to insure your peak season profits with McNamar quality equipment. McNamar propane tanks are designed and equipped to assure dependable service in the modern home.

McNamar truck tanks are streamlined in design and engineered to give fast and economical deliveries.

For the most reliable, modern and economical equipment, always deal with McNamar.

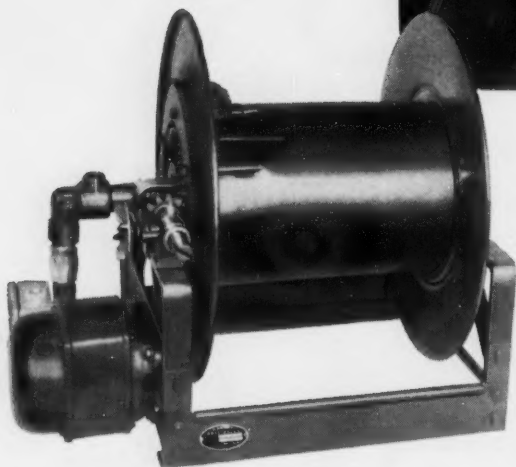
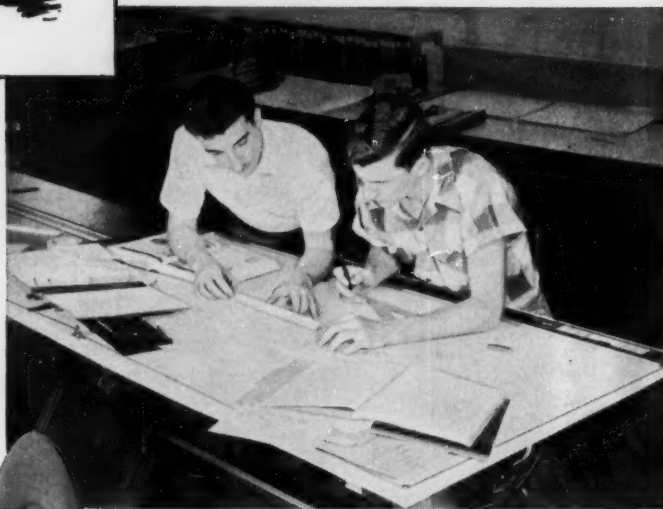
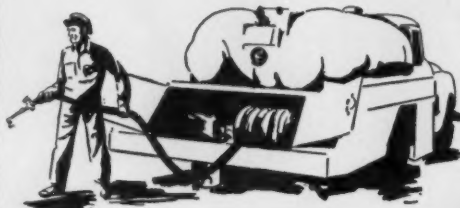
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Send for free catalog
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Superior performance in the field—that's what really counts where Hannay Reels are concerned. Design board expectations and developmental work must be justified in actual service.

Because Hannay Reels live up to all that is expected of them, *and more*, they have become the accepted standard of the LP-Gas industry.

You will find it profitable to put Hannay Reels to work for you. Be sure you *specify* and *get* Hannay.

... Greatest Name in Hose Reels

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CLIFFORD B. HANNAY & SON, INC., 376 WEST ST., WESTERLO, N. Y.

Oklahoma Story . . . For too long those in the gas business have regarded each other as competitors instead of partners

How much better it would be if we were all saying the same thing, at the same time in our advertising and promotion.

I happen to serve on the domestic advertising committee of the American Gas Association. This committee, working with the AGA's advertising agency, is responsible for the AGA advertising in national magazines.

We, on this committee, are perhaps more keenly aware than some others in our industry of how badly the gas industry is being out-advertised by the electric industry.

In 1954, the last calendar year on which I have complete data, for example, the electric industry spent \$19,327,000 in national magazines, radio and TV advertising on ranges, water heaters, clothes dryers, and refrigerators.

In this same period, the gas industry spent \$1,143,000 in national advertising on these same appliances.

In other words, our competition is spending about seventeen dollars in national advertising to our one dollar. Of the money being spent by the electric industry, 58 per cent is for TV advertising, while only 22 per cent of the gas industry's advertising goes for TV.

I mention these figures not as a prophecy of doom, but as a challenge which we all can and must meet as a unified industry.

I believe that the unified highway sign program is the first step in that direction, and the forerunner of complete unity between all segments of our great gas industry.

The dollars and the percentages I have mentioned are not the whole story. While the electric industry is spending seventeen dollars to the gas industry's one dollar, the gas industry is achieving some miraculous mileages with its advertising and promotion dollars.

Extra promotion

For example, with its advertising and promotion program which represents only a fraction of the

electric industry's expenditures, here are some examples of what the gas business is getting in extra advertising and promotion.

Last year, there were some 50 editorial features on gas appliances and gas services in the home published in national women's magazines, and shelter and home publications. Many of these appeared as elaborate spreads in full color. They were developed through close cooperation between gas association advertising and promotion people and the staffs of those publications. If these editorial features had been charged for at the advertising rates of these publications, they would have cost twice as much as the AGA national advertising budget.

In addition, last year there were eight special sections published in these publications and in builders' and other trade magazines. In these special sections, one AGA ad, or one group of gas ads were parlayed up to as much as eighty pages of gas advertising and editorial matter by getting the cooperation of gas appliance and equipment manufacturers, as well as cabinet manufacturers, manufacturers of floor coverings, plumbing fixtures, etc.

At very little cost, but as a result of the years of work and "know how" on the part of the very capable staff of the Hollywood Bureau

of the American Gas Association, over 800 movie and TV films produced last year featured modern gas kitchens. Of the five movie films nominated for "Oscars" last year, two of them featured prominently gas kitchens and gas appliances.

I don't know how you evaluate things like that, but whatever price you want to put on it, it certainly doesn't show up in that seventeen to one ratio of advertising dollars.

Many of you read or heard about the recent \$300,000 national cooperative promotion on AD, the Colgate-Palmolive Co.'s detergent. For an investment of only \$3,000, or one per cent of the total cost of the promotion, plus the local cooperation of local gas utilities across the country, millions of packages of soap went into homes of our customers imprinted with a powerful story of the advantages of the New Freedom Gas Laundry.

In Chicago, at the recent convention and show of the National Home Builders Association, 22 New Freedom Gas Kitchens and Laundries were exhibited to eleven electric kitchen-laundries.

Another current example of progress toward a united front and a unified industry is the movement now underway in the gas utility industry to get a national gas TV



The Oklahoma program has spread to northern states.

network program on the air. It will cost several times as much as the AGA magazine advertising program now being carried on. It will put the gas industry story on TV in evening time in competition with the several electric industry TV programs. It will materially improve that seventeen dollar to one dollar ratio I mentioned a few moments ago. This cooperative TV network program plan is gaining important utility support rapidly, and in my opinion, will be an actuality in a short time.

From there, I predict it will expand from a straight gas utility activity to an industry-wide activity. When it once becomes a going concern, I am confident that other segments of the gas industry, pipeline companies, equipment and appliance manufacturers will go along and that the L. P. gas industry will cooperate in this national effort as they have led the way in the cooperative unified highway sign program that grew out of the "Oklahoma Plan." I cite all these powerful cooperative activities as examples of what can be done, even with a limited budget, in cooperative industry promotion. And if all the segments of our industry could be united, there would be no limit to what we could accomplish.

Future opportunity

I don't believe I am a dreamer when I say I can see great benefits ahead for all segments of the gas business working together in close cooperation in this rapidly changing country of ours.

And it is rapidly changing. Not so many years ago, in the thirties, we heard dire predictions that we, as a nation, had reached the peak of our growth. The birth rate was falling. We would probably level off at around 150 million population, we were told, and then would start a period of population decline.

Well, these predictions were wrong. Our young people crossed them up *but good* by increasing our birth rate up to 25 per 1000 per year. Then our scientists crossed them up further by decreasing our death rate from 23 per 1000 back in 1900 to 9.6 per 1000 today.

We've doubled our standard of living in the past 36 years and I heard an eminent economist predict recently in a speech he made in Dallas that we will double it again in the next 20 years.

I don't know whether or not he's right, but I think most of us will agree that the next few years of our expanding economy present our industry with wonderful opportuni-

ties if we will grasp them and if we will meet these opportunities with a unified industry program.

Man, who for years has been moving to the urban centers, is now reversing his direction and is moving out of the cities to the suburbs and the country.

In this period of decentralization of population and industry, it is no wild flight of the imagination to see him taking his industries and his commercial establishments with him to rural areas and opening up an entire new potential for L. P. gas dealers in commercial and industrial growth and development, in addition to a new and growing potential of rural residential growth.

They say that every five years 30 per cent of our customers move away and are replaced by newcomers who do not know our companies, or our services. This constant change and interchange of customers, in itself, is reason enough for us to promote our gas services cooperatively.

While I have illustrated at considerable length cooperative programs at the national level, each national promotion has its corollary at the local level, and it is at the local level that the actual benefits are realized. I suggest that we get better acquainted, and that we sit down together, L. P. gas and natural gas folks at the local level, and explore the opportunities for dovetailing our promotional efforts. That's the best approach—indeed, it's the only approach—to cooperation between natural and L. P. gas companies. That was the approach out of which the "Oklahoma Plan" grew, and out of which many other cooperative plans can evolve.

Too long we in the gas business have regarded each other as competitors instead of partners. Too long we have regarded ourselves as L. P. gas men, natural gas men, or manufactured gas men. After all, did you ever hear the electric boys refer to themselves as hydro-electric men, or steam generation electric men, or REA electric men? It's time that all of us in this sixth largest industry in the United States joined forces against our *real* competitors under the common banner of gas men. ■

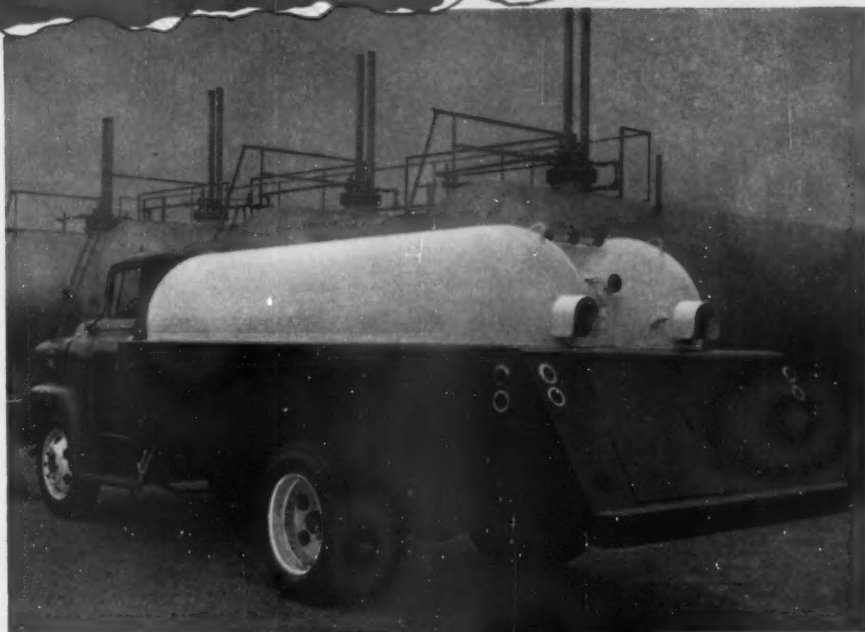


M. H. (Hal) North, advertising and sales promotion manager, Oklahoma Natural Gas Co., describes the Oklahoma Story before the Marketers Section meeting of the national LPGA convention in Chicago. This article was adapted from that presentation.

CHARLOTTE Engineered TRUCK TANKS

are quality-built for performance you can count on!

Charlotte's NEW Twin comes in 1,300 through 2,400 gallons (W.C.). NEW singles from 1,250 through 1,800 gallons (W.C.).



Unique piping and high speed pumping lets you deliver more customers per day!

NOW you can deliver more than twice the capacity of your truck tank every day of the year for many years to come! That's the TOP PERFORMANCE you get with the NEW Charlotte Engineered Truck Tanks!

Charlotte's unique piping and high speed pumping system drastically cuts the costs of your daily deliveries.

Charlotte's overall quality construction gives you maximum safety,

minimum maintenance and longer service.

You pay a little more in the beginning for these quality-built Charlotte Tanks because they're worth more to you in actual operation. Charlotte Tanks will make more money for you and give you performance you can count on!

For better all-round service, order your Charlotte Engineered Truck Tank NOW to fit your present truck or a new chassis of your choice.

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Be careful with those COLLECTION LETTERS

By ERNEST W. FAIR

COLLECTION letters are important tools for bringing in those delinquent accounts receivable, but two types of errors might be made in using them which could result in grief for the L.P. gas dealer.

One error is in using an approach or words which anger the debtor and make him more resolved than ever not to pay the account or ever again do business with that firm. The other is in committing an unintentional mistake which will lead to a possible libel, slander or damage suit.

On the first named point it is always well to remember that what we are after is the money owed to our business. We may feel like bashing the customer over the head with a big wrench, but doing so, while it might give us some satisfaction, certainly wouldn't do much toward obtaining the money.

In this connection it is not always advisable to use form letters that are pre-printed and sold in a package. Some times these will be effective but in the majority of cases they are very familiar to the debtor and have little effect on

him because they are so familiar. He is much more apt to respond to something that is different and personal. The use of such standard forms can be much more effective if we take the trouble to type or write them out on our own letterhead. A degree of personal contact is thereby maintained; something vitally important in writing effective collection letters.

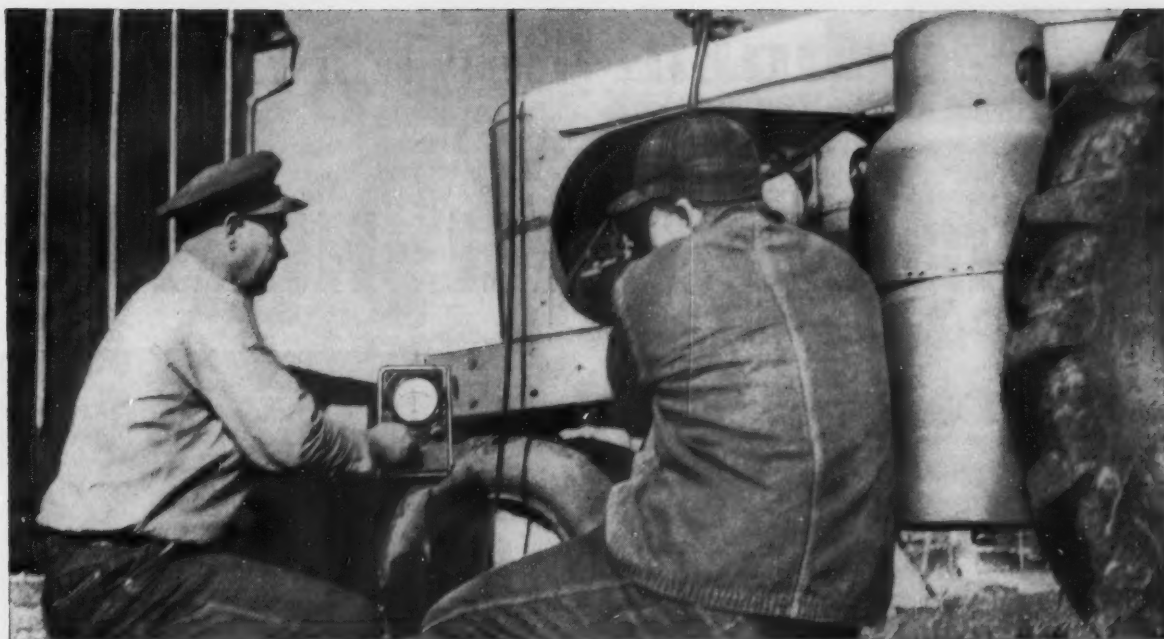
From the legal standpoint we should never forget that while a threat may be used in a collection letter, it is unsafe to use that threat when it can be construed as extortion or blackmail. What

we threaten to do can be most important.

A threat to cut off further credit, to turn the account over to a collection agency, to file suit, etc., is always perfectly in order. A threat to go to an individual's employer or publicize the debt can be good grounds for a damage suit. Civil suit may be threatened without any fear of recourse *but* it is very dangerous to threaten criminal prosecution in any letter to a debtor.

Threats of any kind might well be held back by dealers for use against only the most uncooperative debtor or the individual

If used correctly, collection letters are a vital part of any L. P. gas dealership. But there are two major items which must be avoided if the accounts receivable are to be collected at all and if the dealer is to stay out of legal trouble himself. These two precautions are pointed out and some positive tips are provided in this article.



Cities Service Distributor converts 200 tractors to LP-Gas!

Midwestern Butane Gas Company, Belleville, Illinois, sells half its propane for other than home use.

IN ONE HOUR, they convert a tractor to LP-Gas! They've already done it over 200 times.

But the men from Midwestern Butane Gas Company haven't overlooked other rich markets. Half their propane sales are for other than home use: Lumber mills, bakery ovens, orchard sprayers, quarry machinery—these and more are part of their growing market for Cities Service LP-Gas.

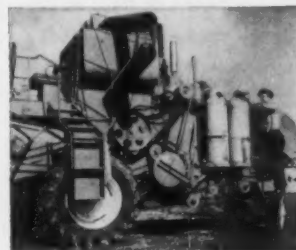
"We use Cities Service because we can always count on excellent quality, delivery, and on-the-job assistance," says Vice President Andrew Urban.

"Here's an example of that assistance: When I opened my new equipment store, three Cities Service representatives were on hand to help. And when I was called out, these men actually ran the store . . . spent hours explaining propane to my customers. What's more, they analyzed equipment conversions with the Cities Service Power Prover and provided tangible proof of the economics of using LP-Gas."

This is one of a series of outstanding reports from LP-Gas distributors, all praising Cities Service. To get the full story, call or write any of the offices listed below.



USEFUL INNOVATION is this propane tank mounted on trailer which enables farmers to keep fuel with them on the job.



LARGE SELF-PROPELLED COMBINE is one of many pieces of machinery which Midwestern has converted to Cities Service LP-Gas.

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Dearborn PROUDLY PRESENTS ITS *all-new* **UNVENTED WALL HEATER**

Designed by Dearborn . . . manufactured by Dearborn . . . with the built-in Dearborn quality you have known for years, this all-new UNVENTED wall heater has features you can sell because it has the features your customers want!

You Can Sell . . .

- Quick, simple installation — it hangs *on* the wall
- Safety and convenience of its Cool Safety Cabinet
- Specially designed, super-efficient burner
- Fully visible flame
- Comfort-making forward heat flow
- Completely enclosed controls — *more* safety by Dearborn
- Combustion chamber and baffles made of Black Beauty steel
- Beautiful styling — finished in smart Dearborn coppertone
- Takes *no* floor space — little wall space
- Competitively priced

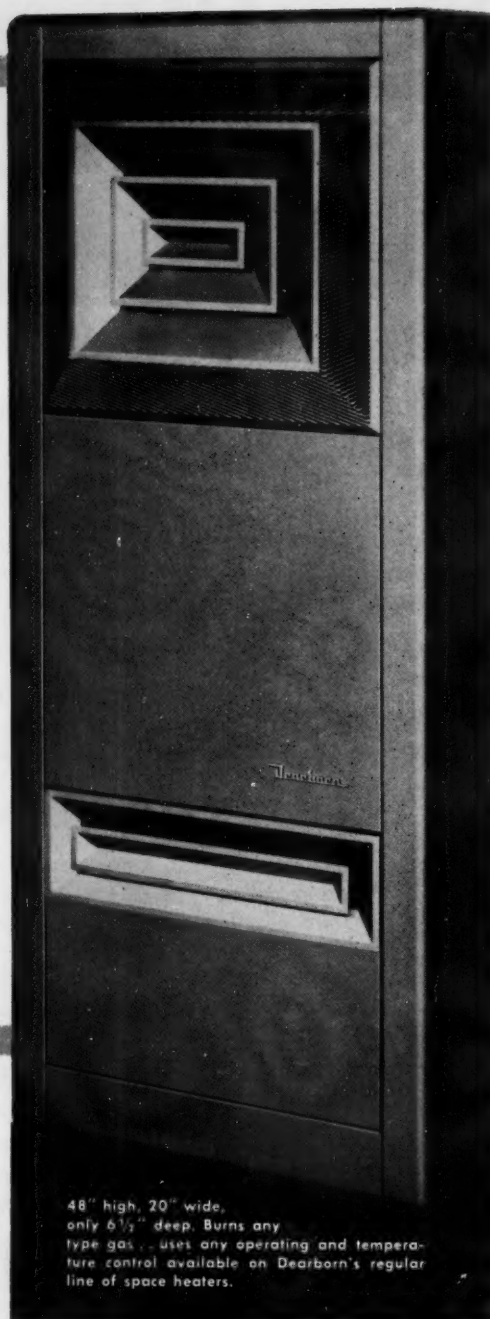
SEND TODAY FOR ADDITIONAL
INFORMATION ON THIS NEW
DEARBORN PROFIT-MAKER



Dollar-wise.. it's

Dearborn®

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48" high, 20" wide,
only 6½" deep. Burns any
type gas . . . uses any operating and tempera-
ture control available on Dearborn's regular
line of space heaters.

whom we know has the money to pay the bill and still will not do so. It does little good to threaten the customer who is hopelessly in debt and just hasn't the money to pay. He is absolutely helpless and is apt to so resent such threats at a time when he is under this terrific pressure that we may never see any of his or his friends' business again. The best procedure in a case of this kind is a collection letter suggesting perhaps an easy payment plan can be worked out to pay off the amount due.

The dealer should also be most careful to watch what appears on the envelope in which he mails a collection letter. Anything that reflects upon the character or conduct of the customer is not only non-mailable but it is a source of possible libel as well. The safest procedure is to use only regular envelopes and not resort to any trick methods of attempting to shame a debtor into paying the account.

If we use open faced or window envelope we must also be most careful that the window does not disclose any word which may accidentally show that the enclosure is a collection letter on a past due account. This is a common source of trouble in business through mistakes or carelessness in folding the enclosure. The safest procedure is not to use this type of envelopes on a collection letter of any kind though there is no reason whatever why it can not be used with conventional monthly statements. For the same reasons it is not advisable to send any sort of a collection message on an open postcard.

Offense to the customer should always be avoided in any collection letter. In most cases it will be worth while to try to keep this customer's business since the usual reason for non-payment is nothing more than a temporary "behind the eight ball" financial condition of the individual. If we use patience and understanding in our collection procedure during such a period, we have kept the goodwill of that customer.

It is also good procedure to

avoid using phrases which will create antagonism. Every collection letter we write should be re-read carefully at least two times to make certain that no such words or phrases are used. Even if we have no desire to do business with the debtor in the future our chance of making the collection is always lessened when we employ such an approach.

The same thinking applies to sarcasm and ridicule, something the inexperienced collection letter writer seems inclined to employ because he is angry at the debtor for failure to pay the bill. No matter how right we may feel in using such sarcasm and ridicule it can do nothing but put the debtor on the defensive. Under such circumstances he is not only apt to refrain from paying the bill immediately but he might also devise every scheme he can to put off paying the dealer as long as possible.

Attempts to be funny can lead to the same result. Humor is the most difficult thing in the world to create. Few dealers possess the ability to write the kind of humor

that will be effective in a collection letter. His attempts are more apt to miss the point and touch the debtor in the wrong way.

Collection letters should always be straightforward and to the point. Efforts to embellish them usually leave the debtor cold. Long winded collection letters never have the effect of short ones written tersely and to the point.

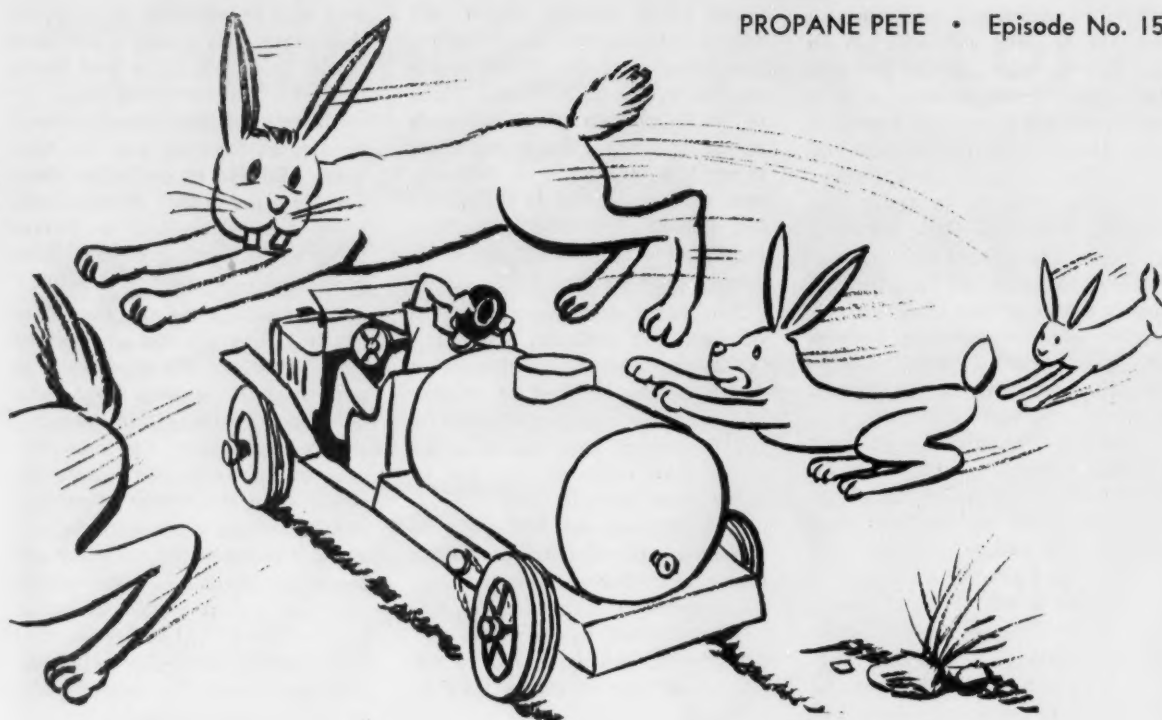
Form letters are the easiest to use but they are not always the most effective. We must keep in mind that the reasons for default on an account are not the same with every debtor. The effectiveness of our collection letters depends upon the degree of mutual understanding that can be arrived at between the customer and ourselves. Routine letters can be used on a first past-due notice form with effect, but beyond that it is best for the dealer to investigate the reasons for non-payment of the account and guide his collection efforts as well as his collection letters to those specific reasons for each individual customer in the future.

It has also been found that a collection letter which seeks a partial payment on a past due account can bring better results than one demanding immediate payment in full. Again we must remember that most of our customers are in that position because of personal financial troubles. In nearly every case they have no way of paying the bill in its entirety. However, if they are asked to pay part, our chance of obtaining money immediately is much greater.

Individual consideration of each account makes for much more effective collection. Preparing a letter which takes into consideration those individual circumstances may take a little more time and effort but its chances of bringing in the money is always much greater than if we just put a printed form into an envelope and mail it to that debtor. But at the same time it is important to remember the points just mentioned when preparing your own collection letters and to use proper precautions. ■



Form letters may be easiest to use, but are not always the most effective way of bringing in overdue payments.



A few rabbits are reduced to size

By J. ARTHUR THOMPSON

WHEN wild animals git out of hand, it jist ain't funny even if they ain't nothin' but rabbits. Propane Pete came to that conclusion one day when he was drivin' north on the road between Springfield and Lamar, Colo.

That neck of the woods is pretty dry any time, but this year things looked drier and more chewed up than usual. Pete was amblin' along, wonderin' who he could convert to L. P. gas in such a hard-up country when he notices a big cloud of dust comin' his way from the West. He slows up and watches for a minute and then it's on top of him. Here was a bunch of animals, big as horses and jumpin' 20 ft high at every leap. As they jump over Old Beepee, they look like jack rabbits to him. One of 'em kicks a hole in the radiator and just keeps on goin'.

Pete is plenty put out. He manages to get into Lamar and while he's weldin' up the radiator, he casually inquires about rabbits from a young feller who is watchin' him.

This young chap, Harry Torbit, informs Pete that the rabbits are jist about takin' the country.

"That herd you saw," Torbit tells him, "are the meanest and worst that ever was. They're big as

horses and they eat up everything they find. They've eaten up all of the hay crops and drunk up every bit of water in the Arkansas river. A man with a gun can't git near 'em and anyway, a shotgun just tickles their hides. The leader is so big he can kick a barn over with his hind feet."

Pete expresses a few polite doubts, but when he makes some more inquiries, everybody tells him the same thing. Them jack rabbits are plumb vicious and dangerous. They can kill a Brahma bull with one kick and can out run a bolt of lightning. There's talk about callin' out the National Guard Artillery to handle the situation.

They are plenty crazy about carrots. A number of women have been knocked down and badly trampled because they had a few carrots in their shoppin' baskets.

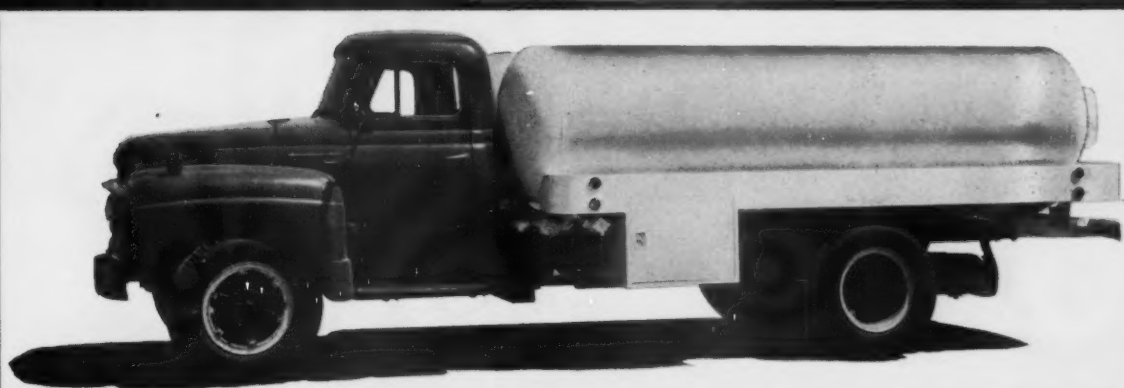
Pete has a personal peeve at them rabbits anyway so he figgers it's up to him to save the county.

There's a rancher out a few miles from town who ain't been bothered much by them jacks, so Pete figgers he's about due. Also, this guy has a small field of carrots which he's goin' to dig pretty quick and that'll be sure to bring the rabbits.

**when you
build quality in
...the market
finds it out!**

THERE IS NO SUBSTITUTE FOR EXPERIENCE!

We have repeated this again and again... because it is true! A good reputation is built with experience... each unit engineered correctly... every one to do a **SPECIFIC JOB**... that's why more and more users are coming to us with their tank problems. They know they can rely on us to solve the problem and build the tank that not only fills the initial need but is built for a maximum life expectancy.

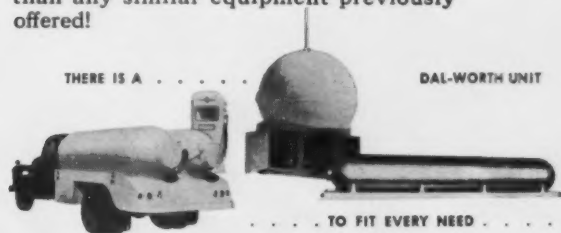


It takes **EXPERIENCE**...
the use of **MATERIALS**
science says are **BEST**...
scientific **KNOW-HOW**...
and **SATISFIED**
CUSTOMERS to achieve
leadership in **ANY FIELD!**

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COMPANY**

P. O. Box 818 East Highway 80
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This is DAL-WORTH'S newest stock delivery unit... a capacity of 2,000 water gallons. A fine product of advanced DAL-WORTH engineering. Mounted on a 3-ton truck this beauty weighs **ONLY 12,730 POUNDS** (including all standard equipment)... **800 POUNDS LIGHTER** than any similar equipment previously offered!



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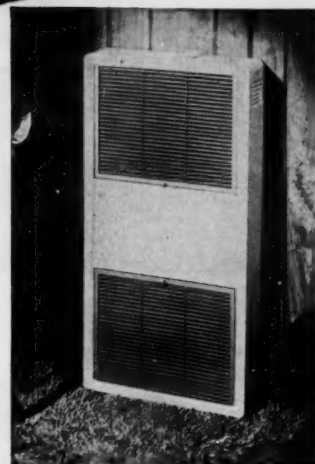
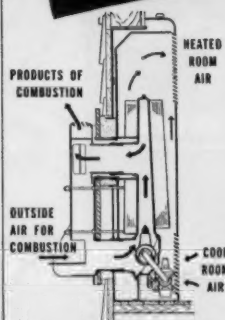
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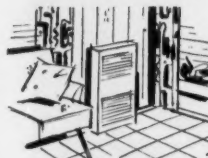
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Saf-Aire burns gas in a ceramic lined steel chamber, completely sealed from the room air being heated—maximum safety assured under all conditions of use. Each Saf-Aire operates independently and has optional thermostatic control.

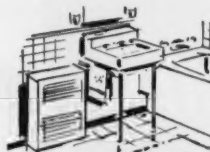
1. Uses only outside air for combustion—no stuffy, suffocating rooms.
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5. "Zone Controlled" warmth for every room.
6. Costs less to install—less to maintain.
7. Can be used anywhere—burns all types of gases—including bottled.



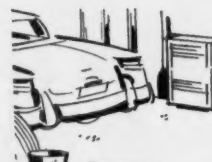
Enclosed porches
and added rooms



Workshops



Bathrooms and kitchens

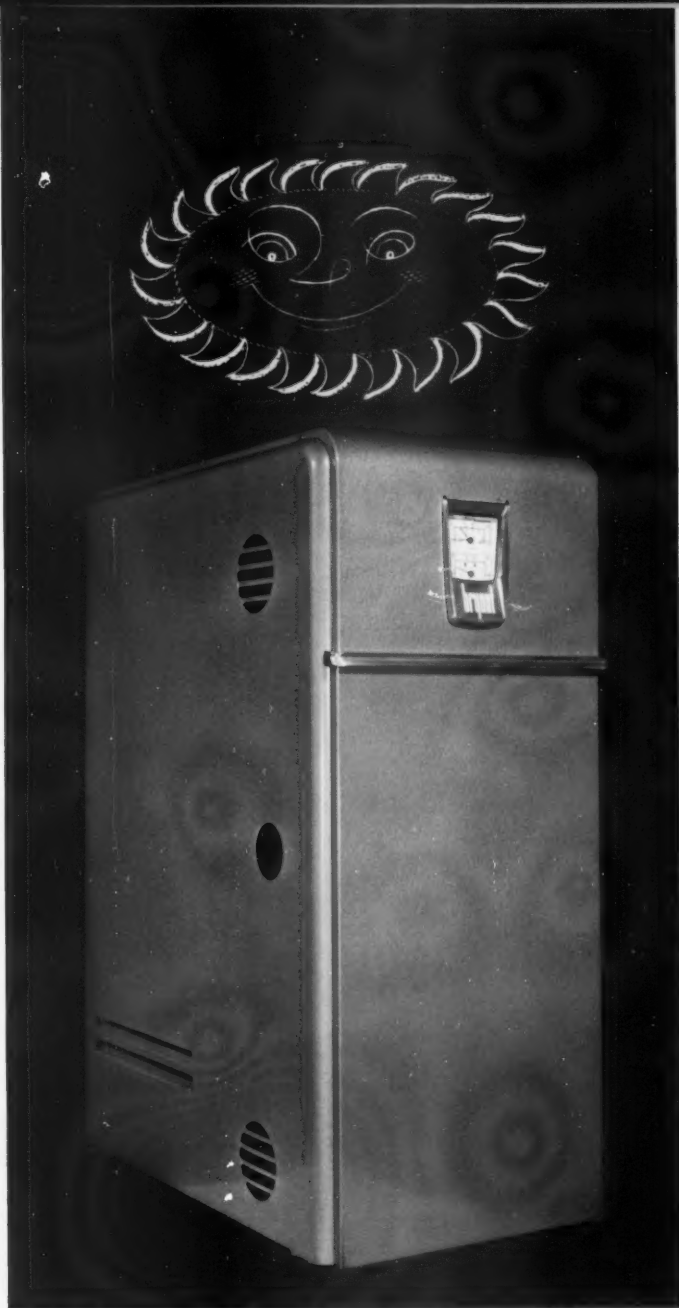


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and here's one way you can
GROW BIGGER WITH

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This is a proven furnace sales-building promotion that will double and treble your heating sales in the off season. It is open only to qualified Bryant dealers. Learn how you can qualify to participate in this proven sales-building promotion.

**and here are 8 more reasons why
you'll GROW BIGGER with BRYANT**

1. Your customers know and trust the name Bryant . . . famous for 47 years as the leading name in home comfort.
2. From small home to mansion there's a Bryant to fit the budget and the need in gas or oil furnaces, boilers, air conditioners, space heaters, unit heaters, water heaters.
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5. You get sales-building tools that increase sales and profits.
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Every home owner who is thinking about new heating equipment for his home will want to know the details of Bryant's exclusive *Money Back Guarantee*. That's why it has been a sure-fire prospect getter wherever it has been used. Get the details today. Learn how simple and straight-forward it is. For the name of your nearby Bryant distributor, write, Bryant, 48 Monument Circle, Indianapolis 4, Indiana.

The finest,
fairest satisfaction
guarantee offer
ever made

A sale plan
that offers
guaranteed furnace
performance!

A straight forward
no-strings-attached
offer that
makes sales

If your customer
isn't satisfied he
gets back full
furnace cost!



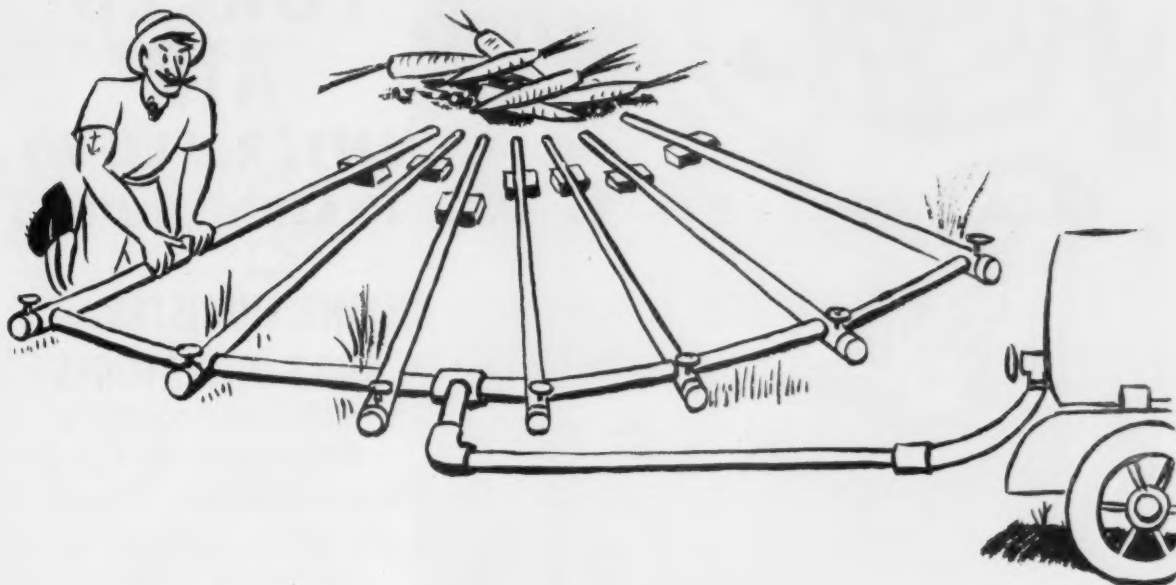
Be Mr. B.
in your
community!



grow bigger with

bryant





Pete makes a deal with this rancher. Then he gets Harry Torbit to help him and they collect half a dozen pieces of oil-well casing and a mess of old pipe. They spread the oil-well casing on the ground in a fan shape. Pete hooks all the pipe to one lead in and then puts a high pressure nozzle with a little pilot light on each. These oil-well casing's were regular propane cannons and they were all aimed at one spot.

Pete rigs the hose from Old Beepie onto the lead in pipe of this here contraption and puts in a valve he can operate with a long rope.

The rancher gives him some carrots and he puts them down at the spot where he's aimed them oil-well casing's. Then he and Harry settle down to wait for the jack rabbits to come.

It gets dark and there's just a little hunk of a tired old moon to give any light. They're both nearly asleep when they hear a thunderin' comin' out of the West. Here come the rabbits! These jacks skid to a halt right in front of Pete's rig and start fightin' over the carrots. Pete jerks the rope that turns on the valve.

The fire just wooshed out and exploded all over them jack rabbits. It caught them so quick, they just sat there like so many stones; then they began to shrink.

They kept shrinkin' and shrivelin' until all but one of 'em was down to miserable, ordinary size critters by the time Pete got the valve shut off. After drinkin' all that Arkansas river water that propane flame just dehydrated them so quick they couldn't do nothin'.

Harry and Pete knocked 'em over with clubs and that was the end of the jack rabbit menace in that county. The one that hadn't shrunk clear down, had

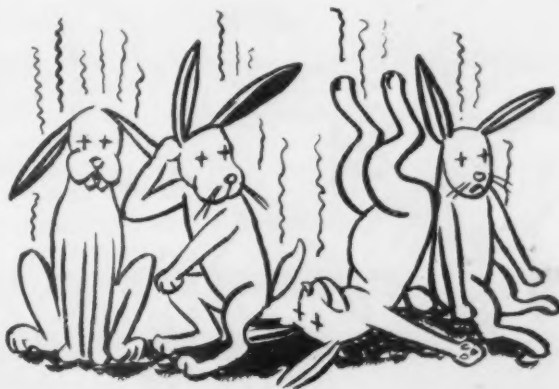
wilted to about the size of a Shetland pony. He was plenty tamed down by the fire so Harry Torbit kept him and trained him for a high jumper. He finally sold him for enough to get into the L. P. gas business in Pueblo, Colo.

One night after work, Harry Torbit and two of the fellers workin' for him was havin' a little relaxin' sociability and Harry got to tellin' how him and Propane Pete made the burner that stopped the rabbits. For some reason both of them fellers begin to get starry eyed.

"Bob," says one to the other, "are you thinkin' about what I am?"

"I sure am, Dick," the other feller answered.

Blamed if them two fellers didn't take that there idea and make a portable flame thrower to burn up grasshoppers and weeds. They did right well with it too. But Pete never bothered with takin' out patents on any of his ideas so he didn't collect any royalties. ■



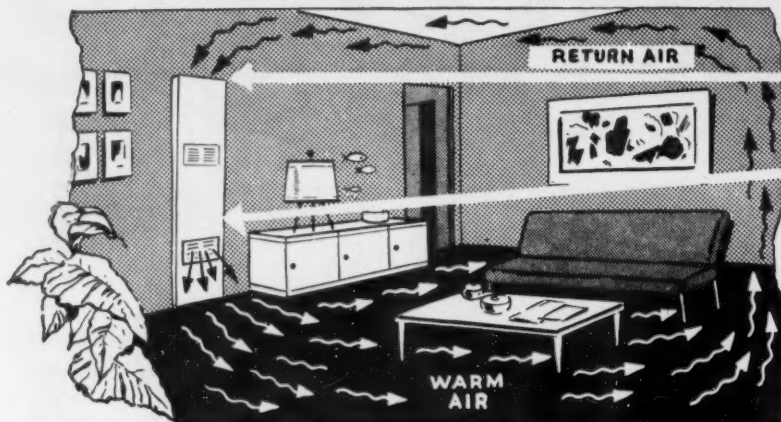
THE *New Empire*

FORCED AIR

COUNTER FLOW

Gas RECESSED VENTED WALL HEATING UNIT

IT'S DIFFERENT - IT'S BRAND NEW IN THE INDUSTRY



BUILT-IN FEATURES

- RETURN AIR FROM HERE
- THE EASIEST TO INSTALL
- HEAT FROM HERE
- QUIET—NO EXPANSION OR CONTRACTION NOISE
- CORRECTS ALL THE TROUBLES FORMERLY EXPERIENCED WITH RECESSED WALL HEATERS.
- AUTOMATIC TEMPERATURE CONTROL

**MODERN HEAT
FOR MODERN
.. TIMES ..**

**It Costs Less Than You Think
to Give Your Customers
More Than They Expect.**



A.G.A. APPROVED



Model shown WFA 35. Input 35,000 BTU—out- put 26,250 BTU.

Write today... FOR COMPLETE INFORMATION ON EMPIRE'S HEATING AND COOLING UNITS. DESIGNED TO MAKE YOUR BUSINESS GROW.

Empire Stove Company

BELLEVILLE, ILLINOIS

By A. D. BURROUGHS

ALTHOUGH the Peter Wood Sales Co., Princeton, Kentucky, is not one of the larger L. P. gas companies in the nation, it boasts of having one of the largest sales forces—1125 salespeople. And every salesperson is the best type of salesman available, a satisfied customer.

Most of the firm's salespeople are housewives, who like the chance they get to supplement the family income through the plan being successfully used by the LPG dealer.

The Princeton dealership encourages every customer to become a salesman for appliances and gas installations. As a commission, the company offers 100 lb of LPG. To the housewife, this represents several dollars saved for a very little effort. To the company, the cost of the gas is relatively small in payment for a good prospect.

Each Peter Wood customer is sent an outline of the offer by mail. When the customer has a prospect for an appliance or an installation, he or she mails, telephones or brings the name and address to the dealership in person. A Peter Wood sales representative takes over from here and calls on the interested party. If the sale is completed, the customer providing the tip is credited with the 100 lb of LPG commission.

Does it work? Partner J. W. Fortner states that the results have made him and his partner-brother enthusiastic. When the Fortner brothers first came into the dealership with Peter Wood's new company, the March 1951 records showed 300 regular customers. Today's records indicate 1125 regular customers and the customer selling program accounted for the majority of the sales.

Numerous customers have received several free tanks of gas, the enthusiasm and sincerity, he or for prospects. Since they are sold on L. P. gas and L. P. gas appliances themselves, the customers make the best salespeople in the world.

The customer reports the ad-



Builders of a 1125 person sales force are Peter Wood Gas Co. partners J. W. Fortner (left) and J. H. Fortner (extreme right) standing on either side of their bulk truck driver. The firm's office manager is seated at the desk.

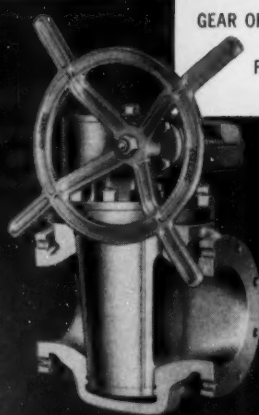
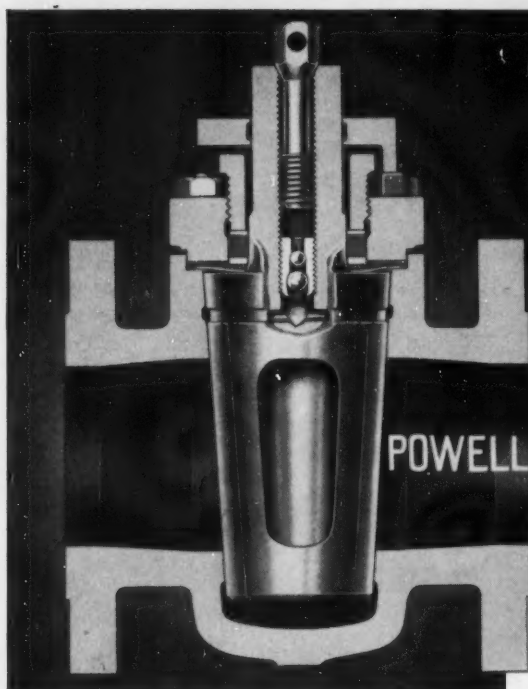
The company with 1125 salespeople

Here is a selling plan which has increased sales volume by building one of the largest L. P. gas dealership salesforces in the nation, and every salesperson is sincere and convincing.

POWELL

Lubricated Plug

VALVES



GEAR OPERATED PLUG VALVE (Sectional).
6" and larger, Flanged Ends. 200
Pound W.O.G. Semi-Steel and A.S.A.
150 or 300 Pound Steel.

SCREWED GLAND TYPE
(Sectional). 1" to 4",
Flanged Ends. Wrench
operated. 200 Pound W.O.G.
Semi-Steel and A.S.A. 150
or 300 Pound Steel.



BOLTED GLAND TYPE. 6" to 12"
200 Pound W.O.G. Semi-Steel and
A.S.A. 150 or 300 Pound Steel.
May easily be converted to gear
operation by remov-
ing stop collar and
installing a pack-
aged self-contained
gear unit.

Powell Lubricated Plug Valves maintain our 110-year tradition of quality and precision. Only the finest available materials are used. And painstaking quality control is rigidly enforced through each and every step of manufacture.

Features include quick and positive operation—just a quarter-turn to open or close. Lubricant grooves surrounding each port provide a positive seal when the valve is closed. In an open position, seating surfaces are not exposed.

Valve users who want one source of supply for lubricated plug as well as all types of bronze, iron, steel and corrosion-resistant valves will want full details on Powell Lubricated Plug Valves.

Available in Steel and Semi-Steel through distributors in principal cities. If none is located near you—or if you need help on valve problems—write direct to

The Wm. Powell Company, Cincinnati 22, Ohio . . . 110th YEAR



BRONZE, IRON, STEEL
AND CORROSION-
RESISTANT VALVES

The source of supply for all valve needs!

vantages of LPG from actual experience, commented J. H. Fortner. Friends and neighbors listen to the customer whereas they might doubt the truth of a company salesman's statements.

A customer-salesman not only has the enthusiasm and sincerity, he or she also has the contacts. Every customer knows people in the community who can become live prospects for LPG.

Customer-salesmanship has placed the Empire floor furnace as the leader on the appliance sales list. Tappan ranges follow closely and Waldorf water heaters run third.

The Fortner brothers, who manage the business themselves, supervise all installations, checking each one personally before the gas is turned on. They feel that this has been an important factor in avoiding accidents in customer's homes, a condition which is important in getting adequate sales help from customers.

Meter installation is currently in process and is another portion of the business spurred on by customer-salesmen. To date, 44 Rockwell meters have been installed. Bulk tanks are rented to customers with a flat \$50 installation fee and a rental of \$2.50 per month. The customer reads his own meter and mails in a card with the reading to the dealership. If the customer moves, a \$20 tank deposit is refunded. The 500 gal. tank is the most popular in the Princeton, Kentucky, area.

Range display at Peter Wood Gas Co. stands ready for prospective customers referred by one of the firm's many customer-salesmen.



One of the Peter Wood Gas Co.'s two bulk trucks stands ready for the day's deliveries at the Princeton, Kentucky, dealership. Trucks are painted bright orange.

While this plan of customer salesmanship has been exceptionally successful in the increase of domestic sales and service, it has also paved the way for commercial and agricultural installations.

Customer salesmanship is credited with obtaining the accounts of six local school cafeterias, along with three local motels. Currently, the Peter Wood Co.'s sales emphasis is on agricultural uses. The company has made 15 tractor conversions in the past three years.

"We're blessed with the advantage of having a first-rate mechanic here in our town who does the conversion and maintenance for the LPG tractors, so that problem is not on our hands. The advantage of having expert conversion service available immediately, and the cus-

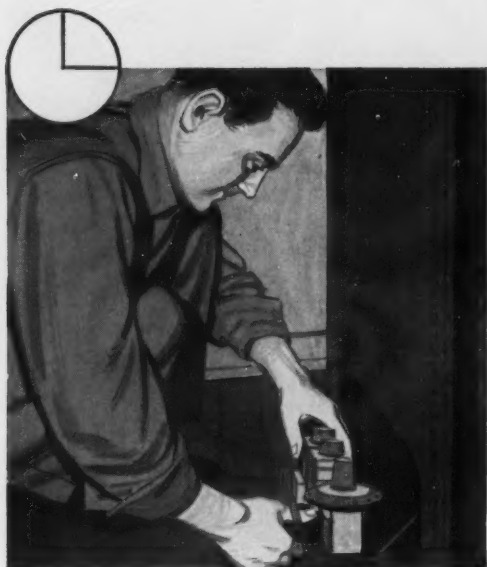
tomers assurance of prompt and skilled maintenance, is our answer to this major sales obstacle posed by local farmers," said J. W. Fortner.

If there is no bulk tank on the farm, the partners put one in to make a carburetion sale. Every additional sale combines with the former sales in a snowball effect. When one farmer in the territory reports lower operating cost from his LPG conversion, he talks it up with his neighbors and this leads to additional tractor conversions in that area.

The Peter Wood Gas Co. has two bulk storage tanks, one holding 18,000 gal. and the other with a 7000 gal. capacity. Bulk tank customers are serviced with two bright orange bulk trucks. The two trucks, one 1183 gal. and one 1200 gal., are teamed with three pickup trucks for cylinder gas and provide customers with 24-hour service.

Emergency calls are made at any time of the day or night and regular bulk deliveries are scheduled each day by checking the customer's purchase record each morning. Routes are set up according to customer needs.

The 100 lb of L. P. gas give away is heralded as the key to the growth of the company during the past years. This customer referral method, with the pre-selling done by satisfied customers, adds up to effective selling and continuing goodwill. ■



Installation time, based on actual tests, can be as short as 5 minutes.



Simplifies stocking, cuts down on service, saves time, saves effort, saves money.

Look how fast you solve room and wall heater control problems with

Honeywell Adatrol!*

the gas cock Pilotstat with add-on thermostat

NOW YOU can make an on-the-job addition of a thermostat any time your customers want it—without worrying about costly adaptations or re-workings. For when you use the Honeywell Pilotstat, and the Honeywell Adatrol thermostat—you need stock only two control items to fit all your gas room heaters and wall furnaces.

Think of what this compact Pilotstat-thermostat combination means in terms of savings! No longer do you need to stock complicated adapter kits and parts that get lost, depreciate, and become broken lots. No longer do your servicemen need to spend costly hours tinkering with makeshift connections.

All you stock is the C592 Pilotstat and T5000 Adatrol thermostat, which you can buy separately and put together in the field—or the V5153 Adatrol combination Pilotstat-thermostat, which comes already assembled from the factory.

So, start making your room heater and wall furnace business pay bigger profits! To order your Adatrol, or to get further information, call your local Honeywell office or write to Honeywell, Dept. BN-11-95, Minneapolis 8, Minnesota.

MINNEAPOLIS
Honeywell

112 offices
across the nation



First in Controls

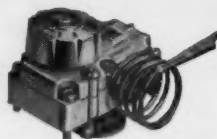
*Trademark

The Honeywell Pilotstat



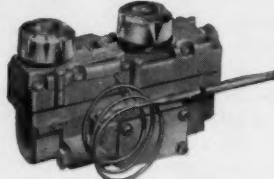
C592 Pilotstat. This new Honeywell Pilotstat fits any gas room heater or wall furnace. It features a 100% safety shutoff in case of pilot or flame failure. It is available with or without pilot gas filter, (no external filters necessary)—and will operate on all gases. Specifying it on all your heaters insures your customer simple economical addition of a thermostat when desired.

Plus this add-on thermostat



T5000 Adatrol thermostat. The new Honeywell Adatrol thermostat is a high-quality, self-contained, snap-action thermostat available with or without a high-low bypass. You can add it to the Pilotstat in less than 5 minutes. Just remove 6 screws and a plate from the Pilotstat—then fit the Adatrol thermostat in and replace 6 screws. It's as simple as that!

Equals the Honeywell Adatrol!



V5153 Adatrol—combination Pilotstat-thermostat. A compact, high-precision, Pilotstat-thermostat unit that fits all gas room heaters and wall furnaces. Can be serviced in the field, without removing piping. Cut installation, stocking, handling costs by standardizing of this efficient unit. Specify the V5153 for all your thermostat-equipped heaters.

Propane standby plant saves tile maker \$8000 annually

Located in the midst of the Southern California utility gas region, a tile manufacturing firm with a 15 million cu ft per month gas demand expanded its L. P. gas standby plant to a point where it could accept interruptible natural gas service, with its accompanying lower rate, and pocket the savings.

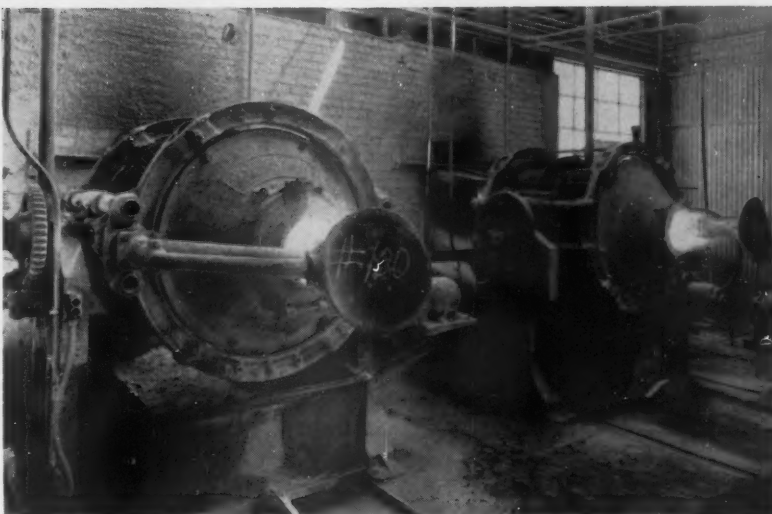
BY using a propane standby unit which enables the purchase of surplus natural gas at a low rate, a Pomona, Calif., tile manufacturer is saving more than \$8000 annually in fuel cost.

The Pomona Tile Manufacturing Co., which uses the standby plant, began operations in 1923 with two small kilns and production facilities for only 5000 sq ft of tile per day. It has steadily grown until its main plant in Pomona has now reached a size of approximately 167,000 sq ft. In addition, a plant in Arkansas City, Kans., opened in 1950, has a production capacity of 8000 sq ft of tile per day.

The first tile manufactured by the company was unglazed ceramic mosaic, with the principal production being one inch white hexagon. In 1928 the company began to experiment with talc body, dust pressed wall and trim tile, the method which is now used as compared with slip pressed tile.

The popularity and demand for this type of tile rapidly increased and in 1929 the first tunnel kiln was constructed which enabled the company to give 24-hour service on glazed tile orders, in place of two weeks as formerly required.

By 1955, with 19 tunnel kilns operating 24 hours a day to turn out 35,000 sq ft of tile daily, the total gas consumption of the plant



Frit for liquid glaze is produced in these two smelting furnaces at Pomona Tile Co., Pomona, Calif. Each furnace has a capacity of 500 lb and operates continuously 24 hours per day at a temperature of 2000°F. When operating on propane, they use 48 gal. of fuel per hour.

had risen to well over 15 million cu ft per month. The company then decided to increase the size of its L.P. gas standby plant and thereby effect savings in fuel costs. The size of their existing L.P. gas standby plant was increased so that propane would be used to operate seven tunnel kilns and two smelting furnaces, which represent the largest part of the fuel load, or approximately 75 per cent.

The contract for enlarging the

L.P. gas plant was given to American Liquid Gas Corp., Los Angeles, the firm who made the original installation in 1943.

The present standby plant now incorporates three L.P. gas mixers, each having a capacity of 10,000 cu ft per hour. The vaporizer of the L.P. gas system uses 160° water which is supplied by Smith-Burkay hot water boosters having a capacity of 195,000 Btu. The vaporizer is equipped with a built-in

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AVAILABLE
IN SIZES OF
20 TO 420
POUNDS

you can't buy better!

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STEEL COOPERAGE DIVISION - THE SERRICK CORP.

4801 BELLEVUE AVE. DETROIT 7, MICH. PHONE WALNUT 5-3430

automatic floor protector which prevents liquid L.P. gas from passing through the vaporizer and entering the vapor lines in case of overload or heat supply loss. The water in the vaporizer contains both an anti-freeze solution and a rust inhibitor. This serves as a protection against freezing and corrosion.

A mixed gas receiver with a capacity of 500 cu ft has a 50 lb working pressure in accordance with the ASME code. The L.P. gas system supplies replacement gas with a calorific value of 1500 Btu.

In addition to propane, the company's standby system employs the use of diesel fuel and kerosene. For standby use, a total of 250 gal. of propane per hour are used together with 50 gal. per hour of diesel oil and 30 gal. per hour of kerosene.

Internal plant equipment consists of two smelting furnaces and 19 tunnel kilns. Each of the smelting furnaces, which are used for making frit for liquid glaze, has a 500 lb capacity. They operate continuously 24 hours per day at an approximate temperature of 2000° F. When operating on propane they use 48 gal. of fuel per hour.

There are 10 bisque kilns, some of which are 70 ft in length and others which are 100 ft long. These kilns operate 24 hours per day at a temperature of approximately 2000° F. Nine additional kilns, which are used for glazing, each 100 ft in length, operate continuously at approximately 1800° F. Tile moves through the bisque



Part of Pomona Tile Co.'s L. P. gas standby plant is shown above. In the foreground is one of three 10,000 cu ft per hour mixers which are a part of the system. In the background is the vaporizer and two Smith-Burkay hot water boosters.

kilns at approximately $\frac{1}{2}$ in. per min. and through the glaze kilns at approximately $2\frac{1}{2}$ in. per min.

By putting the plant on an interruptable gas rate, the Southern Counties Gas Co. was able to offer the company a substantial saving over a firm rate contract. On their present gas consumption of 188,346,000 cu ft of gas annually or 15,695,550 cu ft of gas per month, the company is saving approximately \$8,367 annually in fuel costs. This represents the difference between the cost of natural gas on a firm rate contract and the cost of all standby fuels used during periods of standby operation.

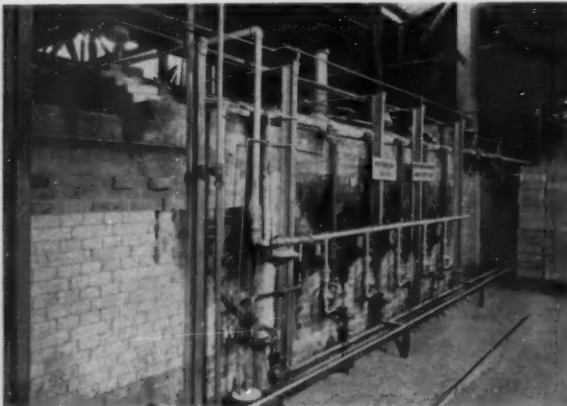
In addition to the above direct

savings in the fuel bill, uninterrupted operation is assured at all times. Additional savings, not readily recognized in cash savings, are also tied in with a good L.P. gas standby plant. These include no lost production, consistent product, no lost product because of inconsistent burning, no lost employee time and no equipment damage which might be realized in case of an unpredicted fuel interruption due to broken gas mains or similar cause.

The Pomona Tile Manufacturing Co. L.P. gas standby plant is another illustration of the use of LPG in an area where utility gas is available. ■



Pomona Tile has 10 bisque kilns in sizes of 70 and 100 ft. They operate at 2000° F, 24 hours per day.



One of nine glaze tunnel kilns is pictured here. Each tunnel kiln is 100 ft long and operates 24 hours per day at 1800° F.



Hot Weather

White, grey or other light colors will reduce summer temperatures inside the building. An Armco Building painted white is as cool as any building can be without mechanical cooling equipment.

You get low-cost comfort in any weather with an Armco Steel Building

Whatever the weather, *you are* comfortable (and machines and equipment are protected) in an Armco Steel Building. This is one more reason why you'll find Armco Buildings doing a lot of different jobs for the LP-Gas Industry—offices, salesrooms, bottle filling houses, garages and compressor houses for example. Look at these other benefits.

- Wide size range—up to 60-foot clear-span widths
- Durable, noncombustible, all-steel construction

- Clean, attractive lines
- Little or no maintenance
- Easily expanded to meet future needs
- Erection service available

Write us for complete information on these versatile buildings. Armco Drainage & Metal Products, Inc., 5436 Curtis Street, Middletown, Ohio • Subsidiary of Armco Steel Corporation.

ARMCO STEEL BUILDINGS



Cold Weather

Interlocking STEELOK Panel joints are weather-tight. Wind and water can't get in. And any standard insulation material can be used where desired.

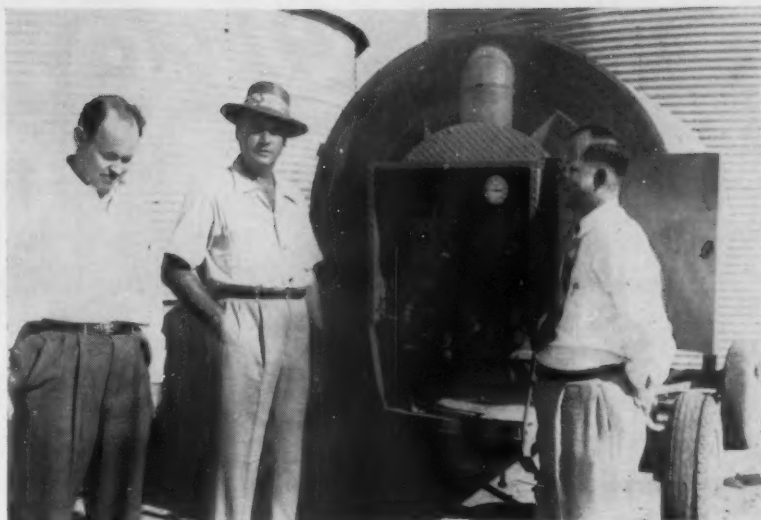


WHILE corn dehydration with L. P. gas mechanical dryers is finding high favor among corn belt farmers (BPN August, 1956), corn drying is not confined to that area. The Lawrence Teeter plantation, Guthrie, Ky., is earning from 20 cents to one dollar premium per bushel of corn and wheat dried by LPG.

Mr. Teeter uses a portable Campbell Uni-Matched Farm Drying System to service two separate bin clusters, about eight miles apart. His trailer-mounted L. P. gas tank goes right along with the dryer, allowing complete mobility in drying the white corn and wheat grown on the plantation's 5000 acres.

The premium price is only one benefit of using the unbeatable combination of mechanical or artificial corn drying and L. P. gas.

Mechanical drying allows earlier harvesting which permits picking of a high moisture content corn crop. Under these conditions, a picker-sheller can be used to the best advantage and crop loss is drastically reduced. Results: more yield with less picking time and a salable crop ready for the market ahead of the competitor. Add to

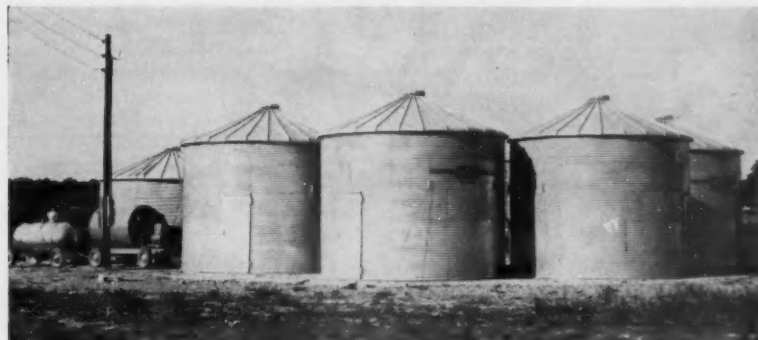


Corn on the Teeter plantation, Guthrie, Ky., is dried with this Uni-Matched Farm Drying System. Lawrence Teeter, center, talks with dryer representatives.

this minimum of storage space required for shelled corn as compared with cob corn, and it is easy to see why artificial corn drying is coming into its own on the farm.

But mechanical drying alone is not the only answer. In the drying process, controlled temperature, constant and dependable heat, clean operation and low fuel cost are also important. And that is where L. P. gas comes in. The gas load is a big one and comes during the period before winter heating has arrived on the scene. And that is where the dealer comes in. The market is here, now, and is waiting for takers. ■

**LPG—dried
corn earns
premium
prices for
Kentucky
plantation**



Portable dryer and L. P. storage tank, left, travel between two groups of corn storage bins on the Teeter plantation, give owner as much as one dollar premium price per bushel.

Texaco LP-Gas

Wins Immediate Acceptance

Keen distributors, who have signed up, already are finding Texaco LP-Gas has immediate acceptance.

This is not surprising since this product bears the famous nationally known Texaco trade-mark and matches the quality of such

other well-known Texaco products as Sky Chief gasoline, Havoline Motor Oil, Marfak, etc.

Texaco LP-Gas is produced in 25 strategically located areas and is delivered in a brand new fleet of tank cars.



Distributor Benefits

Thus, distributors are assured of:

1. A product of highest quality.
2. Dependable supplies, for Texaco is one of the largest producers of LP-Gas.
3. Efficient delivery service.
4. Sound sales policies that mean worth-while profit.

A few areas are still open for representation. If you are interested, write for details of Texaco's special deal for distributors.

You can

count on



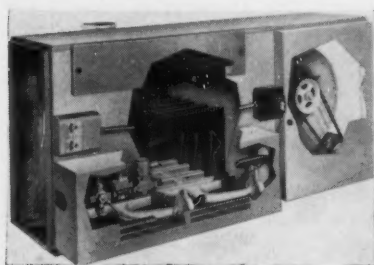
The Texas Company, LPG Sales Division, P. O. Box 2420, Philtower Building, Tulsa 2, Oklahoma. Telephone Diamond 3-4101.



WHAT'S NEW

IN PRODUCTS AND TRADE LITERATURE

For further information on items reviewed in this section use the convenient post-paid Readers' Service Cards on pages 83, 84



Horizontal furnace

Belt-driven as well as direct-drive blowers will be available in a re-styled and improved line of the Coleman Co's gas-fired furnaces for 1957.

These and other engineering changes make the new models readily adaptable to either conventional duct systems or the manufacturer's 3½ in. prefabricated "blend-air" system.

Controls, burners and vents can be mounted on either side of the furnace, permitting installation as either a right- or left-hand unit.

The combustion chamber is a series of airfoil-shaped, heavy-gauge metal tubes positioned above a cast-iron slotted-port burner. The shape of the combustion chamber and its relationship to the burner result in a high degree of heat transfer and uniform heat distribution. The design serves to reduce high surface temperatures, and virtually eliminates expansion and contraction noises.

Standard controls include the room thermostat, solenoid valve, gas pressure regulator (except on LPG models), Baso 100 per cent safety pilot, manual valve, fan switch, and limit control switches. Coleman Co.

Circle 1 on Readers' Service Card



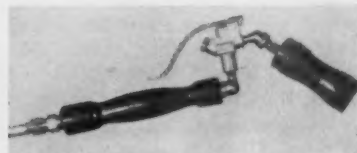
Light weight pistons

Owners of John Deere "A," "G" and "60" models may now obtain light weight pistons that have the wearing qualities of cast iron, for use in making high compression conversions to LPG. Johnson Machine Co. has announced the availability of these pistons, made from Vanasil, a silicon aluminum alloy containing up to 30 per cent silicon.

Advantages claimed by the manufacturer for the new alloy pistons are low power loss in reversing direction of travel, because of light piston weight; low rate of wear in ring grooves, piston skirts and cylinder walls; low rate of thermal expansion which permits use of solid skirt design and fitting to cast iron clearances; and better engine performance, less fuel consumption, more miles between overhauls.

Johnson Machine Co.

Circle 2 on Readers' Service Card



Trigger valve

A trigger valve for use on Mutual's L. P. gas torches has been placed on the market by Mutual Liquid Gas Equipment Co.

Designed with built-in pilot, the new valve provides on-and-off control of heat at all times. A slight touch of the hand on control lever gives instant blast of flame.

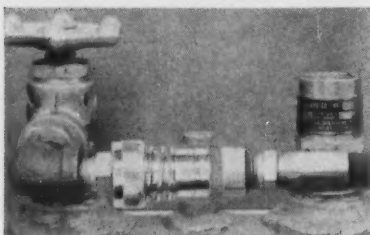
There are two models available. Model 1C is for use on either Mutual's B-91 hand torch or scooter

For further information on these products use Readers' Service Cards on pages 83, 84

assembly (a mobile torch.) It can be transferred instantly from one to the other, according to the manufacturer.

The model 1T (illustrated) is available for use on Mutual blow torches. This model is adapted permanently to each individual torch. Easy-action finger control provides blast of flame whenever needed. Special torch holder is available for use with any standard Mutual cylinder.

Mutual Liquid Gas Equipment Co.
Circle 3 on Readers' Service Card

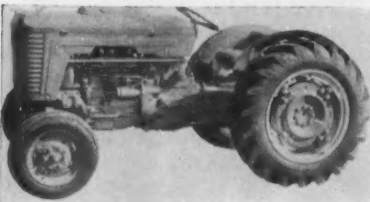


Disconnect coupling

A multi-purpose, quick disconnect coupling, whose primary use has been between the fuel line and fuel tank on lift trucks is being made by E. B. Wiggins Oil Tool Co. Inc. It affords a speedy and safe disconnection for this application and has been approved by Underwriters' Laboratories. Many applications which currently use threaded connections can use these quick disconnects with a saving of time.

The coupling disconnects under pressure with a minimum loss of gas. The valves are always open when coupling is connected; valves cannot be closed when coupled; valves are always closed when coupling is disconnected; valves close automatically when uncoupled.

E. B. Wiggins Oil Tool Co. Inc.
Circle 4 on Readers' Service Card



Tractor tank

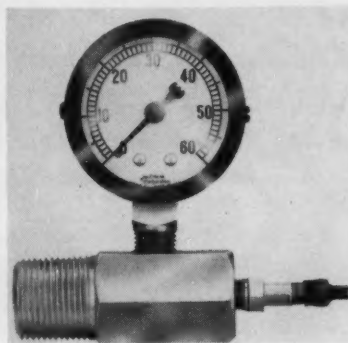
Specially built for the Massey-Harris "50" tractor, the "Custom-Built" H-6 tank of the Santa Fe Engineering & Equipment Co. has low positioning to provide good vis-

ibility. At the same time it permits full use of the tractor's top hood section for easy access to the radiator, battery and other accessories.

Placement of the valves and fittings are such that fast, convenient refueling is possible. The installation is designed to allow full use of all standard implements and attachments.

Size of tank, 16 x 26½ in.; water capacity, 19 gal.; float type gauge; shipping weight, 112 lb.

Santa Fe Engineering & Equipment Co.
Circle 5 on Readers' Service Card



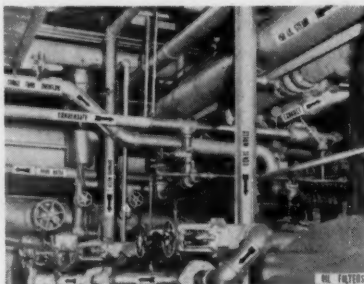
Line tester

Simply designed and compact the Squibb "Line Tester" registers pressures from 0 to 60 lb, using an ordinary tire pump or air from mobile compressor. One end features regular tire valve, the other is threaded for standard size line.

All steel parts are cadmium plated for long wear, nipple is brass gauge case in black enamel.

For every complete installation, the Squibb Line Tester is an essential tool for the serviceman's kit.

Squibb-Taylor Inc.
Circle 6 on Readers' Service Card



Pipe markers

Plant and maintenance engineers now can standardize the pipe identification system for their entire

plant with the new Brady self-sticking "Perma-Code" pipe markers. With pipe identification standardized, tracing pipe lines is quick and sure. Maintenance down-time is reduced, operating errors minimized and plant safety improved.

The pipe markers come in stock heights to fit any size pipe. They are made of all-temperature Vinyl-cloth with a heavy-duty all-temperature adhesive, and silicone-plastic overcoated for long life. They are guaranteed to stick to pipes for a minimum of two years. New, job-tested, bold, black letters on ASA Standard A-13 background colors identify pipe contents with both color and legend. Matching stock directional arrows indicate flow direction of pipe contents.

A free pipe marker planning kit is available to help plan a standardized pipe identification system for the entire plant. The kit includes a planning guide, cost comparison and safety information, application photos, free testing samples and a stock list. It comes in a handy file folder.

W. H. Brady Co.
Circle 7 on Readers' Service Card



Burner with portable tank cart

The Manchester "Handiman" power jet burner is designed for use wherever direct flame or heat are needed.

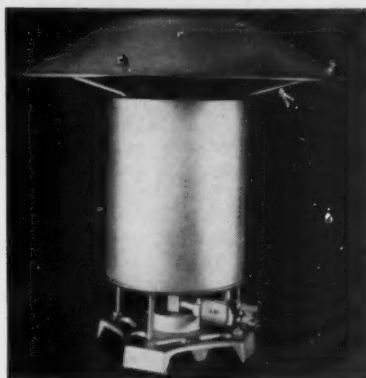
The handiman consists of one sturdy tank cart which has 10 in. diameter wheels with wide rubber tread for easy rolling, even over rough terrain.

The cart is equipped with one power jet hand burner complete with high pressure regulator, gauge, POL adapter and 15 ft. of L. P. gas hose, one 10 gal., light-

weight ICC tank complete with POL valve and 10 percent valve. The cart has a burner bracket, hose wrap and a plastic handlebar grip.

The power jet burner is 3½ lb. Shipping weight is 60 lb. *Manchester Welding & Fabricating Co.*

Circle 8 on Readers' Service Card

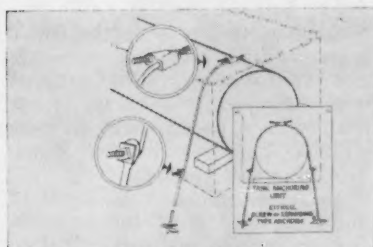


Salamanders

Weldit Inc. has recently introduced its latest line of L. P. gas salamanders. Among the improvements shown is a slight change in shape of the Weldit "flame dome" and the addition, on the underside of the dome, of the new Weldit "thermo-disc." Made of malleable iron and located directly above the flame, the thermo-disc intensifies heat and adds to the efficiency of radiation. The flame-dome, itself, provides for 360° heat distribution.

The Weldit salamanders are available in three models: No. 800, high pressure floor type; No. 1850, high pressure tank top; No. 900, low pressure floor type with 100 per cent automatic safety shutoff. *Weldit Inc.*

Circle 9 on Readers' Service Card



Single package assembly

The A. B. Chance Co. is now introducing a single package assembly for anchoring underground fuel

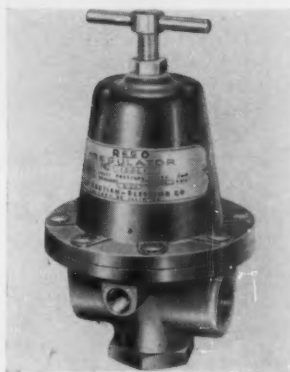
tanks to prevent "floating" when they are empty or only partially filled. This complete package provides a new method of attachment that permits an easy and secure installation with ordinary tools.

The package consists of two anchors, either screw type or expandable, whichever is preferred, complete with rods for "banding" over the tank and for anchor attachment. The banding rods are joined over the top of the tank with a connecting lug which permits 12 in. of take-up on the threaded end of each rod.

The standard package is made for 5 ft 4 in. to 6 ft diameter tanks; however, the assembly is available to fit any diameter. The number of sets to be used on a tank depends on the length of the tank; generally a set is used for each six feet of tank length.

A. B. Chance Co.

Circle 10 on Readers' Service Card



Industrial regulator

A new series of high pressure L. P. gas regulators has been developed by the Bastian-Blessing Co. to accommodate large commercial and industrial installations supplied with L. P. gas. The company reports the new regulators will deliver up to 3000 cfh, equivalent to 7.5 million btu/hr.

It is claimed that the regulators, identified as the 1586 and 1588 series, are ideally suited for such heavy gas operations as asphalt batch mixing plants, road building tar wagons, restaurants, motels and large commercial baking ovens. The manufacturer states that in large multiple installations the 1586 and 1588 series act perfectly as first stage regulators and are operable with either liquid or vapor.

Bodies of the new Rego regula-

tors are listed as being rugged aluminum forgings with aluminum diecast bonnet, stainless steel stem and bushing and reinforced synthetic rubber diaphragm.

Bastian-Blessing Co.

Circle 11 on Readers' Service Card



Heating system boiler

Improved models of the "Ruudiator" gas-home-heating boiler are announced by Ruud Manufacturing Co. The company has increased the input ratings of the new models to make them more efficient for use with all hot water home-heating systems.

Ruudiator model ten hundred A has raised its former AGA input rating of 150,000 Btu per hour to 180,000 Btu per hour for L. P. gas.

Model six hundred A has been upgraded in hot water delivery. Its former AGA input rating of 112,000 Btu per hour has been raised to 120,000 Btu for all types of gases, including LPG.

Occupying four sq ft of floor space, the compact boiler contains 1½ gal. of water. Weighing a maximum 150 lb, the factory-assembled Ruudiator boilers are ready for easy installation on delivery.

Ruud Manufacturing Co.

Circle 12 on Readers' Service Card

Tank mounting bracket

Brake Manufacturers Inc. is expanding its operations with production of a tank mounting bracket for use on LPG operated materials handling equipment.

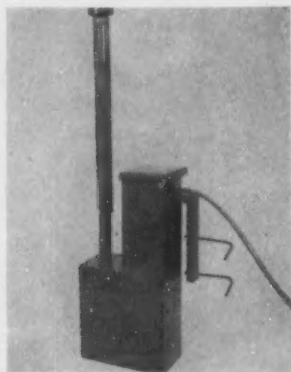
The brackets are adaptable to all materials handling equipment that has room to install an Interstate Commerce Commission tank. The bracket assembly, applied two units to a tank, fits all ICC tanks,

For further information on these products use Readers' Service Cards on pages 83, 84

20, 33½ and 43½ lb. The brackets can be used for vertical or horizontal mounting.

Brake Manufacturers Inc.

Circle 13 on Readers' Service Card



Stock Tank heater

The Nebraska City Iron Works is now marketing a new model of its stock tank heater, G-57.

The basic design is the same as the earlier model but the number of baffles has been reduced to two, and exhaustive tests show this to be a highly efficient, trouble-free commercial heater.

The shell is made of 16 gauge sheet metal, and the heater has either manual or automatic controls. The baffles reduce heat loss, prevent the burner from being blown out and hold condensation directly above the burner where it is vaporized and passes out the stack. Weight approximately 70 lb.

Nebraska City Iron Works.

Circle 14 on Readers' Service Card



Forge furnace

A gas fired forge furnace has been designed and manufactured by the Johnson Gas Appliance Co. The furnace is listed by Johnson as model No. 133 and is intended for

use in blacksmith shops, agricultural and vocational shops, and machine shops.

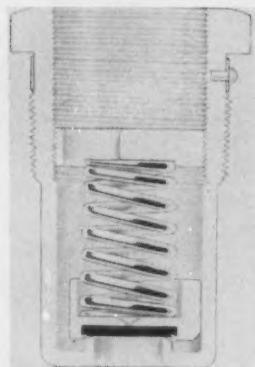
According to the manufacturer's announcement, the forge provides the high, fast heat needed for sharpening and forging parts and tools. It burns all types of gas and is equipped with four burners with separate shut-off valves on end burners. It is rated at 370,000 maximum Btu input per hour.

The body of the new Johnson forge is heavy steel. The firebox is heavily insulated and measures 5½ in. wide, 7½ in. deep and 27 in. long. All wearing surfaces are of hard firebrick. The refractory lid is mounted on a pivot pole and is adjustable.

This furnace is 30 in. high overall, and 40 in. long. Its shipping weight is listed at 570 lb.

Johnson Gas Appliance Co.

Circle 15 on Readers' Service Card



Safety relief valves

Fisher Governor Co. is now marketing two additions to its series of safety relief valves for L. P. gas containers.

The Type H348 is of the internal type for use on ICC cylinders in lift truck applications. It features compact design which incorporates all operating parts inside the container in which the valve is installed. Corrosion resistant materials are used throughout and provision is made for installation of a pipeaway adaptor if desired. Start-to-discharge pressure is 375 psi, with flow capacity of 500 cu ft per minute air at 480 psi.

The Type H385 relief valves are also of the internal type and are for use on large ASME motor fuel containers. Construction is similar to the Type H348. Capacity: 1275 cu ft per minute at 250 psi discharge pressure.

Fisher Governor Co.

Circle 16 on Readers' Service Card

Trade Literature

Truck catalog

International Harvester Co. now is offering a new 20-page catalog which contains complete information on International four-wheel conventional and cab-over-engine heavy-duty trucks with 6 cylinder engines. Gasoline, liquefied petroleum gas, and diesel-powered models are covered in the catalog.

Full-color and two-color illustrative treatment is employed throughout the book. It presents design and operating features of the four-wheel R-line and CO models, manufactured at the company's Fort Wayne, Ind., Works, as straight trucks and truck tractors.

International Harvester Co.

Circle 17 on Readers' Service Card

Carburetion folder

Beam Products Manufacturing Co. has produced an attractive two-color folder describing in detail the advantages of L. P. gas carburetion for fork lift and industrial trucks and containing pictures of its products, including regulators, carburetors, adapters, solenoid valves, and the Beam factory built assemblies for the conversion of fork lift trucks to L. P. gas.

Another new piece of literature is a cardboard operating instruction form to be attached to fork lifts which have been converted to LPG. Printed in two colors, it is headed, "Propane-Powered . . . and safer than gasoline" and includes complete details for proper operation.

Beam Products Manufacturing Co.

Circle 18 on Readers' Service Card

Service cocks bulletin

A complete line of service cocks, meter and air cocks for moderate pressure services, such as gas, water and utility services, is described in a new 12-page bulletin (V-605) issued by Rockwell Manufacturing Co.

Principal emphasis is given to the Rockwell "1092" tamper-proof service cock specially designed to eliminate the menace of tampering where a curb installation is involved, or an installation beside the meter or at some other exposed location.

Rockwell Manufacturing Co.

Circle 19 on Readers' Service Card

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about New Products in this issue . . .

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November, 1956

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BUTANE-PROPANE NEWS

198 SOUTH ALVARADO ST.

LOS ANGELES 57, CALIF.

KEEP UP WITH WHAT'S NEW

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use these time-saving

READERS' SERVICE CARDS

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We enjoy all the CITY COMFORTS with our **holly** FURNACE

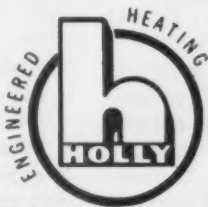


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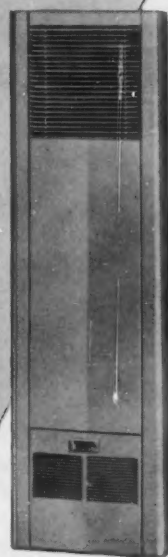
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25,000 BTU's to 60,000 BTU's



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HOLLY MANUFACTURING COMPANY

917 South Arroyo Parkway • Pasadena 2, Calif.



How to write a better letter

With business correspondence becoming increasingly important, knowing how to dictate a better letter can mean less work, more done, faster.

By LLOYD M. POWELL
President, Dictaphone Corp.

A LEADING automobile manufacturer recently paid a consultant \$40,000 for six months' work. The job: streamlining the company's correspondence procedures. Here is what the manufacturer was told.

Today, as business expands, more business letters are being dictated than ever before. And they're more important, too, for letters often take the place of a personal visit or long-distance telephone call.

The way you write a business letter tells a lot about you. If you're a clear thinker, neat, and accurate, it shows in your correspondence. But if you dictate *before* thinking—or if you are "wordy"—that shows, too.

According to correspondence ex-

perts at Dictaphone Corp., you can dictate a better letter if you remember the six important "C's." Your letters should be Clear, Correct, Complete, Concise, Cordial and Clean.

Clarity—There's no "trick" to writing a clear letter. All you have to do is to put on paper what you would say if you were speaking directly to the addressee. You certainly wouldn't start out by saying, "Yours of the 16th inst. received and duly noted." Expressions like that don't belong in a business letter. Neither does the "King's English"—that's good for kings, not for business letters. The best way to compose a clear letter is to think first, then dictate simply, without fancy phrases.

Correctness—A business letter is like a contract. Once you put yourself on record, you're bound by what you've written. So be careful—about dates, prices and other facts. Watch out for spelling errors, too, because spelling reveals your intelligence and care. Finally, getting names and titles correct is essential—people can be sensitive about things like that.

Completeness—The purpose of any business letter is to transmit information. Unless the information you give is complete, you may have to write another letter (more work) to provide the additional facts required. So, before mailing a letter be sure to read it carefully to see that you've said everything that needs saying.

Conciseness—A short, crisp joke is often much funnier than a long, drawn-out one. In the same way, a brief, to-the-point letter has much more impact than one that rambles on and on. There's no need to skip important facts to be concise—some letters actually require two or more pages. But, by avoiding unnecessary expressions like "I wish to state" or "I remain" or "I beg to inform you that . . .," you can keep your letters concise, save time, and make a better impression on the reader.

Cordiality—Everyone knows how refreshing a pleasant smile can be, and putting a "smile" in your letters is easy. If you're answering a letter, you might begin by saying, "Thank you for your letter of April 18th. I am glad to learn that . . ." Stiff and formal business letters became old fashioned thirty years ago. Today, with the Dictaphone Time-Master dictating machine, the idea is still to be business-like—but friendly! It's good "public relations."

Cleanliness—Once you've written a good letter—one that says what you want it to say, correctly, completely, concisely and cordially—you can give your letter the finishing touch, or spoil it completely, by the way it's typed and folded. Your letter is *you*. Keep it free from smudges, partial erasures and haphazard folds. When it arrives, the reader will know you think enough of him to do the job right. ■



Because Puregas is *moisture free* it won't freeze in even the coldest weather. Means you and your customers can forget about annoying storage tank freeze-ups. Keeps them happy . . . keeps you in business!

And Puregas deliveries are *on time, every time* because Pure maintains its own fleet of tank cars that travel in any weather.

So be *sure*. Get your LP-Gas from Pure!



Puregas

The Pure Oil Company, 35 East Wacker Drive,
Chicago 1, Illinois • Tampa, Florida, Box 1630 •
Worland, Wyoming, Box 38 • Minneapolis, Min-
nesota, 825 Thornton St. S. E. • Fort Worth, Texas,
Fair Bldg., Box 2107.

Be sure with Pure





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And Puregas deliveries are *on time, every time* because Pure maintains its own fleet of tank cars that travel in any weather.

So be *sure*. Get your LP-Gas from Pure!



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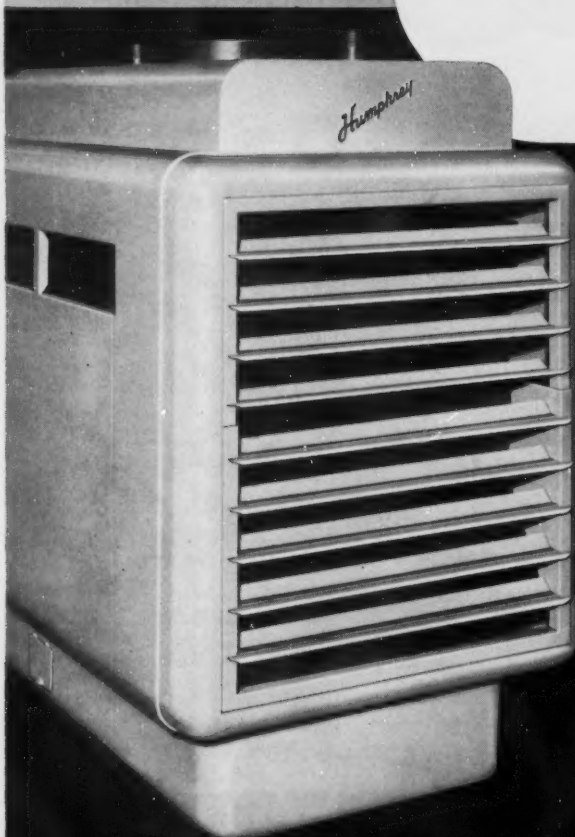
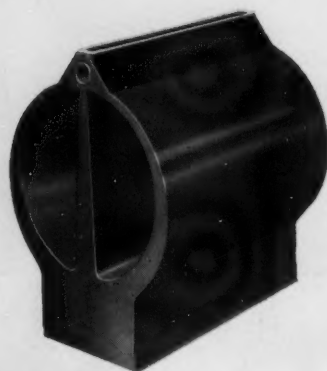
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EXCLUSIVE!

Humphrey **FREE FLOW HEAT EXCHANGER**

Never Requires Cleaning!



*Humphrey Series "A" Unit Heater.
65,000 to 250,000 b.t.u.*

Soot never collects inside this Free-Flow Heat Exchanger. It is self-cleaning—a unique and valuable advantage.

You never have the dirty, bothersome job of rodding out soot. And, because there is no soot to impede heat transfer, Humphrey Gas Unit Heaters perform "like new" year after year.

The Free-Flow Heat Exchanger is used in all Humphrey Series "A" Gas Unit Heaters. It is one of many Humphrey-developed features contributing to better, more economical heating service.

Write for descriptive literature

**GENERAL GAS
LIGHT COMPANY**
Kalamazoo, Michigan

Humphrey **GAS** Unit Heaters

(Continued from page 38)

Budget billing . . .

already has a meter it is left on the system. Mr. Filbert believes that taking a meter off when the plan goes into effect might make the customer dubious of the company's motives.

Since a metered customer's tank contains only company-owned fuel, a credit memo is not issued to him when he is signed for budget billing. Instead, the meter reading on the date of the last reading is recorded. Fuel deliveries are then reported in the same manner as all other metered customers.

Budget plan meters are read monthly as in the case of regular metered accounts. Metered fuel used is recorded on a regular metered fuel invoice, stamped "Budget Plan," and is charged to the customer's budget plan account. A copy is not sent to the customer. Otherwise, metered customers are handled in the same way as non-metered customers.

Petrolane does not let the fact that a customer has a past due balance keep that customer off of the budget plan. In the event of such a customer, every effort is first made to collect the past due balance and reduce his account to zero. If that fails, the credit memo issued at the time the fuel is repurchased may offset the amount due. If it merely reduces the amount due, every effort is made to collect the balance.

If collection is still not possible, the customer is offered the opportunity to pay off his balance in equal monthly payments. In such a case, however, the balance must be completely written off by his September 1 payment. The amount collected each month is recorded separately from the regular budget plan payment.

Each district office keeps a budget plan customer file containing the original copy of notification, made out when the customer first signed up, a copy of all budget plan fuel delivery invoices

or consigned delivery memos, a copy of the termination report, if issued, and all correspondence with or concerning the customer. Periodic reference to the file helps determine how well the plan is working for each customer.

As presently constituted, the Petrolane budget billing plan applies only to domestic and commercial fuel users.

There is a belief that budget

billing is not yet widespread among L. P. gas dealers because most independent dealers are waiting to see whether other operators are successful in using the plan. Petrolane Gas Service Inc. has tested the plan. The company is developing improvements based on its own experience, but it has proved that the idea is sound. Budget billing? Petrolane votes YES. ■

No pay, no gas

IT'S only 200 gallons—why worry too much if it isn't paid for? Hold everything—let's look that in the eye. It is not just lost profit that concerns us when a "dead-beat" gets away without paying a bill. There has been a considerable investment in stock cost, delivery cost and overhead put into those 200 gallons. These items—not the profit—are what we lose. The only means of making up for the losses are from the profits on the fuel that is delivered—and paid for. Now let's put this into figures.

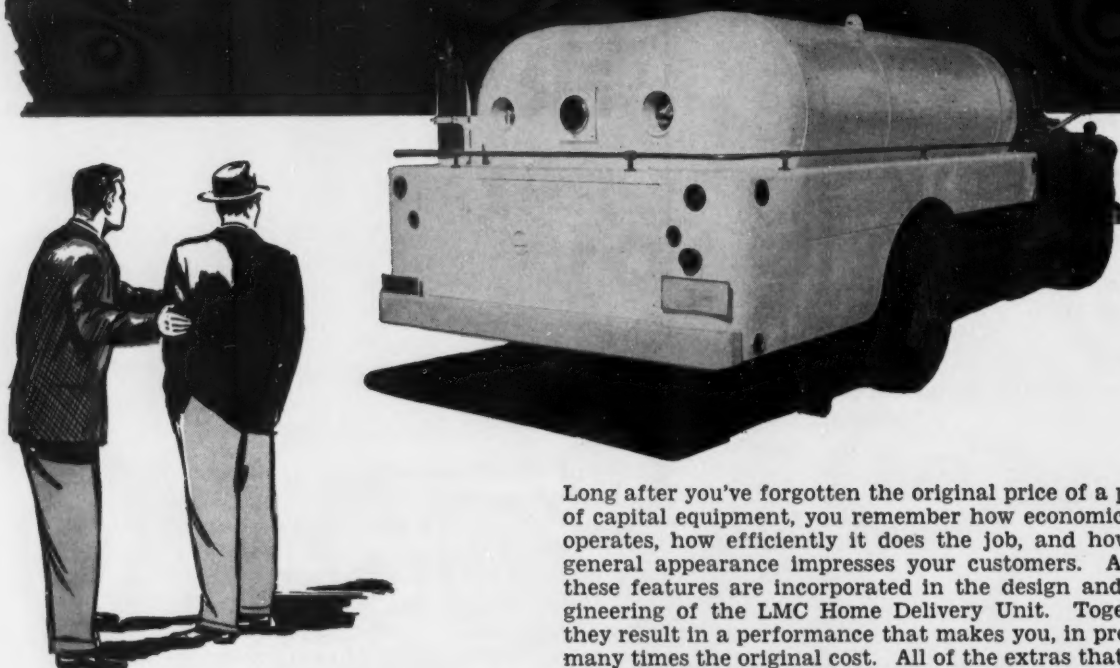
Suppose the delivered price of the gas is 18 cents per gal., and the normal profit is two cents. (That is unusually high—the average of several of our biggest and most successful operators comes closer to one cent.) That leaves 16 cents per gal., or \$32 that the unpaid-for fuel has cost up to the time it was put in the customer's tank.

How much more fuel must be sold to make a profit which offsets that \$32 loss? At that two cent profit, 1600 more gallons must be delivered just to break even.

Those figures are optimistic, because they are based on an unusually high profit rate. Let's be realistic and see what it looks like at a profit of one cent per gal., which is closer to the average. In that case the 200 gal. put in the customer's tank costs the dealer \$34, and to cancel out the loss he must deliver 3400 additional gallons.

It pays to be sure of your customer's credit rating before you take that chance. ■

All the features you want are in
One
 of the LMC Home Delivery Unit



5 Reasons why the LMC gives you more value per dollar!

1. Engineered Plumbing and Pumping.
2. Lighter Weight.
3. Engineered for Strength, Balance, Convenience.
4. More Pleasing Appearance, Better Customer acceptance.
5. L.M.C. gives Better Service on Equipment.

Long after you've forgotten the original price of a piece of capital equipment, you remember how economical it operates, how efficiently it does the job, and how its general appearance impresses your customers. All of these features are incorporated in the design and engineering of the LMC Home Delivery Unit. Together they result in a performance that makes you, in profits, many times the original cost. All of the extras that add to your long range profit picture, but are sometimes overlooked in competitive models, are included in the LMC. Yet, the LMC Home Delivery Unit is competitively priced.

WRITE FOR ADDITIONAL INFORMATION, PRICES & PAYLOADS

LP Gas dealers throughout the nation have given Lubbock Machine products the strongest possible recommendation . . . that of re-ordering additional units after carefully checking the performance of their first LMC Unit.

LUBBOCK MACHINE & SUPPLY CO.

P. O. DRAWER 1589 • PORTER 2-5269
 LUBBOCK, TEXAS



Buy on the

LMC
 LOW MILEAGE COSTS

Budget Plan!

news



L. P. gas makes its debut in Pennsylvania tunnel

For the first time, L. P. gas powered equipment is being operated inside a Pennsylvania tunnel.

The equipment, in use since the middle of July, consists of two concrete mixer trucks fitted with OCM catalytic purifiers. They have been operated continuously in-and-out of the tunnel with no noticeable fumes from the engine exhaust.

Owned and operated by Lipsett Inc., New York, N. Y., general tunnel contractor, the mixer trucks were put in operation inside the tunnel only after the industrial board of the Pennsylvania department of Labor and Industry approved the operation of an OCM-equipped, L. P. gas powered concrete mixer inside the tunnel.

The tests were made by the department's Bureau of Industrial Standards on an L. P. gas powered concrete mixer truck supplied by the Sheesley Co., Allentown, Pa. They showed that the catalytic purifier on the truck reduced carbon monoxide content of exhaust gases to far less than the maximum of 100 parts per million for eight-hour exposure. The purifier was developed and supplied by Oxy-Catalyst Inc., Wayne, Pa.

The favorable decision of the Industrial Board has far reaching significance. Contract specifications for tunnelling and mining work within the state have been written primarily around electrical and diesel-powered equipment. Permission to operate the OCM equipped concrete mixer inside the tunnel opens the way to widespread use of L. P. gas powered equipment, odorless and economical to operate and maintain, in all types of construction underground.

The two trucks are operated in the Thomas J. Evans Tunnel on the Pennsylvania Turnpike Northeast Extension. The tests which led to the approval from the In-

dustrial Board were conducted in this tunnel.

Both the test truck and the trucks now operated in the tunnel were converted to L. P. gas power and fitted with OCM catalytic purifiers by Mobile Industrial Equipment Co., Philadelphia.

Tests on the exhaust of concrete mixer were made deep inside the north end of the tunnel, which is across the Lehigh River from Bowmanstown, Pa., on April 4. They were made jointly by the Bureau of Industrial Standards and the Bureau of Inspection of the division of mines, quarries and explosives, using an MSA carbon monoxide indicator. The atmosphere was tested all around the truck and at one point only a few feet from the exhaust. Results showed reduction of about 95 per cent of the carbon monoxide.

The identification of the tunnel in which the trucks are operated and the tests were made is not to be construed as constituting an endorsement by the Pennsylvania Turnpike Commission of either the method or the equipment described.

Underground storage in Alabama completed

The first underground storage cavern for LPG to be mined in a chalk formation has been completed near Demopolis, in western Alabama. Mined in the Selma chalk formation, the cavity holds 6.5 million gal. The project is owned jointly by Tuloma Gas Products Co., and Sinclair Oil & Gas Co.

This is the first of two cavities to be developed on this site by these companies. Mining operations on the second cavity are already underway. Its completion will give Tuloma and Sinclair a total storage capacity at Demopolis of more than 14 million gal. of L. P. gas.

Before actual mining operations were started, back in September, 1955, extensive surface geological work was conducted to pinpoint

areas of possible development. Core samples were taken from the Selma formation underlying western Alabama and shipped to petroleum research laboratories in Tulsa where they were thoroughly tested and analyzed to see if the material would meet underground storage specifications.

After research engineers and scientists had given the chalk every conceivable type of test, they declared the formation suitable for underground storage. Selma chalk has a low permeability; it will not "soak up" the product; it is pure and will not contaminate the L. P. gas. The strength of the chalk, too, was tested and found strong enough to support the roof of the cavity.

After all of this preliminary testing, which took the better part of a year, mining operations were started. Fenix & Scisson, general contractor, Tulsa, was engaged to do the actual mining work.

The main shaft was drilled first, to a depth of 300 ft, using a 52-in. drill bit. The shaft was set with 42-in. casing.

From the bottom of the shaft, lateral tunnels were mined throughout the surrounding area. No regular pattern of passageways was followed, and the supporting columns of chalk, 35 ft in diameter, were left in a staggered pattern. The passageways are from 12 to 16 ft wide and approximately 28 ft high.

More than 30,000 cu yds of chalk were removed from the cavity, hoisted in buckets through the main shaft to the surface.

Another first for the project is believed to have been set with the use underground of two 7-ton bulldozers. The dozers had to be disassembled aboveground and lowered piecemeal through the narrow confines of the 42-in. shaft, and then reassembled on the cavity floor. During construction of the facility, the dozers moved the waste rock from the outer extremities of the tunnels to the bottom of the main shaft where rocker shovels loaded the chalk into the hoist buckets. The dozers also served as portable scaffolds for trimming walls of the installation.

Two bottom hole pumps have been installed in the cavity to pump the L. P. gas into tank cars and tank trucks for distribution.

Before actual loading, the L. P. gas passes through a dehydrator to remove any possible moisture. It is laboratory-tested, both before

the water heater with 2 objectives: salesmanship and satisfaction

Dealers look for salesmanship in a water heater—profit-making qualities that sell themselves.

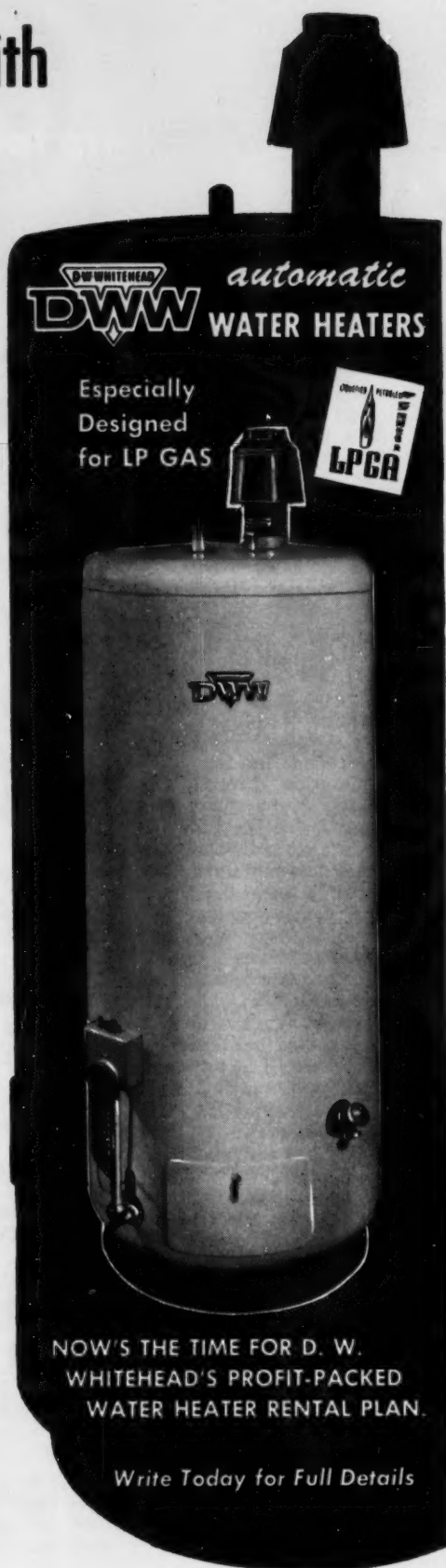
Customers look for economy—plenty of rust-free hot water—dependability.

DWW generously provides for both these points of view. That's why

DWW's sell and stay sold.

- low operating costs
- quick, abundant hot water
- 100% automatic safety pilot
- non-clogging burners
- 2 inches heavy Fiberglas insulation for prevention of heat loss
- adjustable thermostat easily set for any temperature
- dust-free base
- built-in lint tank
- advanced design with latest scientific improvements
- gleaming white enamel casing
- precision engineering
- availability of tank with exclusive 1-piece glass lining (or) double extra-heavy galvanized tank
- liberal 10-year guarantee
- national advertising

D.W. WHITEHEAD 
D. W. WHITEHEAD MFG. CORP.
1220 WALNUT AVENUE TRENTON 9, NEW JERSEY



Especially
Designed
for LP GAS



NOW'S THE TIME FOR D. W.
WHITEHEAD'S PROFIT-PACKED
WATER HEATER RENTAL PLAN.

Write Today for Full Details

and after storage, to see that it meets NGAA specifications.

In addition to the dehydrator, the aboveground facilities include supplementary steel storage and tank car and tank truck loading racks. Tank car loading is done from a double rack enabling 20 cars to be filled at one time. A modern, air-conditioned office is now being constructed at the site to headquarter personnel permanently assigned to the installation.

"We welcome the opportunity of bringing to Alabama this underground storage installation," remarked officials of Tuloma and Sinclair. "The facility is not only a conservation measure to conserve L. P. gas during the summer, when the demand is comparatively low, but it brings a supply source right to the doorstep of our customers in the South. Many supply and transportation problems normally occurring during the winter season will now be eliminated."

Tuloma is the operator of the project. The company's local supervisor in charge of the installation is James Head.

Construction of the cavity was supervised by Tuloma's K. V. Dougherty, manager of supply, and C. M. Cole Jr., project engineer, both of whom are headquartered in the company's general office in Tulsa.

Eight West Texas firms become United Butane Co.

Eight west Texas firms dealing in liquefied petroleum products and appliances began merged operation on September 1 as the United Butane Co.

General offices of the new company are located in San Angelo, with branches at Midland, Big Springs, Eola, Brackettville, Garden City, San Angelo, Ozona, and Winters. Each of the branches will remain under the management of its former owner.

Howard P. Bunch of San Angelo is president, E. E. Vaughn of Winters is vice president, and Howard Bunch Jr. of San Angelo is secretary-treasurer.

Advantages claimed for the consolidation include increased efficiency in management, economies in buying L. P. gas and appliances in larger quantities, central warehousing and storage, unified sales promotion and advertising efforts, and better service to customers.

The new company is a Texas



corporation with authorized capital of two million shares of \$1 par value common stock. At the present time 350,000 shares have been issued, including 65,000 shares which were sold to the general public. An additional 185,000 shares will be offered for sale to Texas residents in the immediate future at \$1.25 a share.

The present board of directors is composed of the officers and the other former owners of the branches, Lee Sargent of Eola, L. I. Stewart of Big Springs, A. W. Jones of Midland, J. T. Cypert of Garden City, Frankie Jones of Ozona, and Roland Williams of Brackettville, each of whom is an experienced butane dealer. Men from other fields will soon be added as directors to provide a well-rounded board experienced in all phases of business.

Sales plans will be divided between efforts to expand the number of L. P. gas users, and to increase consumption through the sale of appliances and other consuming equipment. In the field of L. P. gas users, special emphasis will be placed on increasing domestic customers, on the sales of LPG as motor fuel to fleet operators, and on the sales of L. P. gas to oil field drilling rigs.

In the appliance merchandising field, a buying committee is now in process of selecting various nationally-known, standard brand appliances, which will be featured in the showrooms of all the branches.

An advertising program is being developed to promote the sale of L. P. gas and appliances using newspapers, direct mail, outdoor, radio and television.

Sales of the eight original firms were in excess of \$500,000 last

With the incorporation of United Butane Co., eight butane dealers of west Texas have begun consolidated operations with general offices in San Angelo. The original dealers are (standing, left to right) Roland Williams, Brackettville; L. I. Stewart, Big Springs; Frankie Jones, Ozona; and J. T. Cypert, Garden City; and (seated) Lee M. Sargent, Eola; A. W. Jones, Midland; Howard P. Bunch, San Angelo; and E. E. Vaughn, Winters.

year, and it is planned to double this volume in the first 12 months of operation under the consolidation.

Winter transit problem subject of meetings

If railroads would handle L. P. gas tank cars with the same speed they give to perishable products they would help eliminate the winter transportation bottleneck. This suggestion and six others were made to a group of over 100 railroad traffic and operating officials in Chicago, September 6 at the first of five meetings sponsored by the LPGA.

The meetings are being held to exchange information on improving service with special emphasis on the winter transit problem. They are being conducted by LPGA's transportation committee headed by C. W. Guy, Texas Natural Gasoline Corp., Tulsa.

It was also pointed out that a shorter round-trip time would add as many as 7750 carloads a month to the railroads' business. That much new business would be generated by cutting the average turnaround time from 20 to 16 days.

In addition to asking for consideration of L. P. gas as perishable freight, the suggestions handed the railroad men by H. L. Bowler, rail transportation manager for

NEW!

HIGH CAPACITY

FILLER and VAPOR VALVES

FORGED



FILLER
No. 623



VAPOR
No. 1876



EVEN THE ACME
THREADS
ARE FORGED

Precision forged
threads are stronger
and eliminate sharp
edges resulting from
ordinary machining
processes.

SEL-PAC ENGINEERING LEADS AGAIN! Forged Valves With Larger Capacity At No Extra Cost

This new SEL-PAC No. 623 Fill Valve will flow approx. 58 gal/min. at 10 lbs. differential — a new high in filling rate. Order the No. 623 in a complete set of fittings including the new SEL-PAC No. 1876 Vapor Return Valve, both of which are of latest two piece forged construction.

Forging a part out of brass instead of turning it out of bar stock really adds something to its quality and sales appeal — gives it a smooth, modern look. Grain structure, when forged, actually "flows" into shape with greatest strength where the stress comes.

Request your tank fabricator to incorporate these new SEL-PAC forged valves in your next supply of tanks:

- SEL-PAC No. 623 1 1/4" FILL VALVE (Double Back Check)
- or SEL-PAC No. 624 1 1/4" FILL VALVE (With Excess Flow)
- SEL-PAC No. 1876 VAPOR RETURN VALVE

Catalog and prices on request.



Selwyn-Pacific Company

340 West Avenue 26, Los Angeles 31, California



New High Capacity Fill Valves Emphasize Need For Modern Charging Systems



by
GEORGE R. POSTLEWAIT
President
SELWYN-PACIFIC
COMPANY

The trend for living in this Mid-Twentieth Century is speed, speed and more speed.

Our LP-Gas industry follows this trend in many ways — more deliveries per truck — larger capacity pumps — faster filling equipment, etc.

As valve manufacturers, we have gone along with the trend in designing new larger capacity filler and vapor return valves, to help do our share. However, these valves cannot be a cure all for fast filling, unless the rest of the charging system has been balanced out to do its share.

While our new type SEL-PAC No. 623 FILLER VALVE will deliver propane at a rate of approximately 58 gal./min. with a 10 lb./sq. in. pressure drop across the valve, it will nevertheless fail to deliver its rated capacity unless the whole charging system is designed to carry the increased flow.

If you were pumping water, for example, with a pump having a 1½ or 2" outlet, you wouldn't put in a ½ or ¾" restriction — why do it in your LP system?

Likewise, don't expect a filling rate of 50 or 60 gal./min.:

1. If you are using a 45 gallon per minute pump, or smaller.
2. If you are using a 45 gallon per minute meter, or smaller.
3. If you are using long lengths of ¾" (or smaller) charging hose. (Even though the pump and meter might handle it, the friction loss set up by the small diameter hose will defeat your purpose).
4. If you are using restricted hose lines, valves or couplings in your filling line.
5. If you are pushing the liquid through a long restrictive liquid pipe in the tank. (Spray Filler Valves eliminate this).
6. If your bypass is set too low.
7. If you are using a long small diameter vapor return line. (Again vapor spray filling helps).

An LP-Gas pump might be developing a pressure of 40 or 50 pounds higher than the tank pressure but the friction losses caused by restrictions in undersized meters, fittings, hoses, shut-off valves, etc. could result in this pressure being reduced to just a few pounds higher than the tank pressure by the time the liquid reaches the filler valve on the tank.

Summary — for maximum filling rates use common sense and design the complete pumping system with all component parts properly sized to assure minimum restriction.

SELWYN-PACIFIC COMPANY
340 West Avenue 26
Los Angeles 31, California

Phillips Petroleum Co., Bartlesville, Okla., were: review train schedules to cut delays at terminals and in switching time, arrange schedules so that trains arrive at interchange points in time to meet other lines' schedules, arrange for fast departures after cars have been transferred, reissue bulletins requiring that empty cars be handled the same as loaded ones, urge superintendents and other operating officials to handle L. P. gas as a perishable product, and reduce the number of lost cars and waybills.

Another industry spokesman, P. W. Tucker of Phillips, pointed out that the elimination of one day in the typical car's turn-around time would be the equivalent of adding 1185 cars to the industry's present fleet of about 20,000.

Similar programs are planned during the next few weeks in New York, Atlanta, Dallas and a West Coast city as yet undetermined.

Bumper stickers boost safety and advertising

Safety and advertising go hand-in-hand when reflective rear bumper stickers are used for employees' cars.

Stickers, which glow at night when headlights are directed on them, were issued to employees of the Geo. D. Roper Corp. prior to the annual summer vacation shutdown. The stickers provided employees with an added safeguard for night driving while carrying a brief message on Roper's new gas range.

Locke Stove appoints agents, distributors

Locke Stove Co., Kansas City, Mo., manufacturer of "warm morning" heaters and incinerators, has announced the following appointments since the first of the year of wholesale distributors and factory representatives for its products.

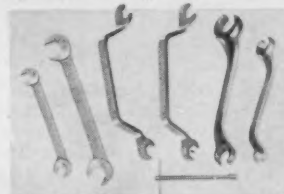
Factory agents for heaters and incinerators include: Baldwin Sales Co., Los Angeles, for the states of California and Arizona; and Salem Associates, West Orange, N. J., as agents in New York and New Jersey.

Among distributors for heaters and incinerators are: Morley Bros., Saginaw, Royal Oak, and East Lansing, Mich., for the eastern part of Michigan; Prudential Distributors Inc., Spokane, for eastern Washington, western Mon-



6-4109 SERVICEMAN'S WRENCH KIT

FOR FLARED FITTING RANGES—seven wrenches are packed in Polyethylene Bag



GRIFFOAM LEAK DETECTOR



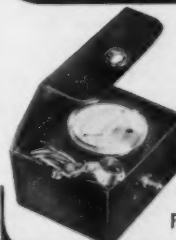
SQUEEZE
BOTTLE
APPLICATOR

•
NO
BRUSH
REQUIRED



AVAILABLE IN PINT & GALLON CANS

G-4046 OVEN TESTING PYROMETER



The modern, fast method for checking OVEN TEMPERATURES

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Also perfect for checking Flue Temperatures

CONVERSION ORIFICES AND TOOLS



Many other special items available including Cylinder & Appliance Hand Trucks

WRITE FOR COMPLETE CATALOG

THE E. F. GRIFFITHS CO.

PHILA.44,

PENNA



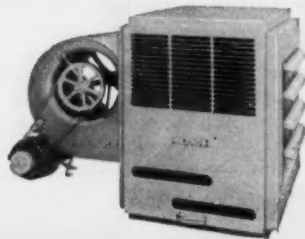
"The new Reznor DB gas heater helps me sell jobs where no other unit heater would fit"

"I sell a lot of Reznor suspended gas unit heaters for all types of commercial and industrial installations. It's one of the most profitable parts of my business. But there are some jobs where standard units just don't fit in. The new Reznor DB gas unit heater fills that gap. It helps me sell a lot of jobs I didn't use to be able to touch.

"Look at the common objections to unit heaters — noise, appearance, dirt. The new Reznor DB overcomes them all. In the first place, it has a powerful, quiet blower instead of a propeller fan. To reduce noise even further, there's an easy-to-assemble blower housing optional at a slight additional cost. The blower housing solves the appearance problems, too. When it's used, the DB is a completely enclosed unit heater . . . compact, smartly styled, and handsomely finished in Reznor's grey-green Perlite enamel. There's no place on this cabinet for dirt to accumulate. And if dirt in the air is a problem, it's easy to add filter racks which are supplied as optional equipment.

"The Reznor DB unit heater meets another need, too. Now I have a unit heater which is AGA approved for use in high static duct systems. Sure, it's a special heater for special situations. But it's a wonderful addition to the Reznor line, because it increases the number of jobs I can sell."

It's the same story wherever you go. The Reznor DB gas unit heater has closed the gap. If you don't have the DB, you're going to lose jobs because you can't meet exacting equipment specifications. Get the complete story on the new Reznor DB unit heater from your nearby Reznor distributor. You'll find him listed under "Heaters-Unit" in the yellow pages of your telephone directory.





REZNOR

**THE WORLD'S LARGEST-SELLING
GAS UNIT HEATERS**

REZNOR MANUFACTURING COMPANY
4 Union Street, Mercer, Pa.

tana, and portions of Oregon and Idaho; North Pacific Supply Co. Inc., Portland, for most of Oregon and seven border counties of Washington; Fidelity Electric Co., Seattle, for western Washington; Tryman Distributors Inc., Milwaukee, for most of Wisconsin, and seven counties in the Upper Peninsula of Michigan; and Reeves-Wiedeman Co., Kansas City, Mo., for western Missouri and all of Kansas.

Distributors for heaters only include: Joe Thiele Inc., San Antonio, Texas; Automatic Distributing Corp., Houston, Texas; and William Volker & Co., El Paso, Texas.

Warren opens West Coast district sales office

A West Coast district sales office has been opened by the L. P. gas division of Warren Petroleum Corp. under the management of B. J. Gullledge. The office is located at 1361 Russ Bldg., San Francisco, and will handle Warren's L. P. gas sales in California, Oregon, Washington, Idaho, Utah, and Arizona.

Mr. Gullledge was a member of the L. P. gas sales staff in Warren's Omaha, Neb., district office prior to his promotion as manager of the West Coast office.

Bryant installs complete air conditioning in plant

Bryant's 200,000 sq ft plant at Tyler, Texas was converted to year-round comfort on June 19 when William Bynum, president of Carrier Corp., threw the switch that set the 850-ton air conditioning system in motion.

The occasion touched off a day of festivities in Tyler as civic and industry officials gathered from throughout the Southwest to tour the plant and later pay tribute to Bryant and its parent company Carrier Corp., at a big Texas-style banquet.

Across the nation, only about one per cent of the industrial plants are air conditioned. Bryant's 10-year-old plant at Tyler is the first major industrial plant in East Texas to convert to complete air conditioning.

Bryant manufactures all its air conditioners at Tyler, both air cooled and water cooled. Also produced there are water heaters, unit heaters, attic and floor furnaces.

The 850-ton system was manu-



**You'll score high
with this SINCLAIR team!**

You're on the winning side when you deal with Sinclair because every tank-load of Sinclair LP-Gas puts you in scoring position with the five famous Sinclair extras—INTEGRITY, REPUTATION, QUALITY, PERFORMANCE and GOOD SERVICE. The result for you—more satisfied repeat customers and an increasingly profitable business.

It will pay you to study the winning points of Sinclair's top quality LP-Gas—high heating value; moisture and impurities removed—then, make a switch to Sinclair.



Sinclair Oil and Gas Company
Liquefied Petroleum Gas Sales Department
Sinclair Oil Building, Tulsa, Oklahoma

SINCLAIR
A Great Name in Oil

factured by Carrier Corp. It employs a centrifugal compressor with an automatic suction damper. The compressor is driven by an 800-hp wound rotor motor with a six step speed control.

Norge men travel 3376 miles for distributor meetings

Norge executives held meetings with more than 80 distributors in four cities between September 18 and 28 to discuss fall merchandising plans.

The team, headed by Judson S.

Sayre, Norge president, travelled 3376 miles for meetings in Chicago, New York City, Memphis, Tenn., and San Francisco.

"October and November are vital months in our home appliance industry, as we enter deeper into what definitely will be our record automatic washer and clothes dryer season. We visited personally with every distributor, to parlay this advantage. Pricing, inventory, dealer relations, as well as merchandising, were priority items on our agenda," Mr. Sayre commented.

Other members of the Norge party include Harold P. Bull, vice president in charge of distribution; Walter C. Fisher, general sales manager; and Dick O. Klein, field sales manager.

Texas Co. consolidates two districts

On September 1 the Texas Co. moved its natural gas liquids division headquarters from Houston, to Tulsa, and consolidated it with the liquefied petroleum gas sales division, sales department, under the management of M. C. Lewis.

At the same time, Mr. Lewis announced the promotion of J. Howard Johnson to assistant manager of the liquefied petroleum gas sales division in Tulsa.

Mr. Johnson joined the Texas Co., Oklahoma division, producing de-



J. H. Johnson
The Texas Co.

partment in February, 1935, as a scout-clerk. He successively served as chief scout, assistant division landman, secretary to division manager, assistant to division manager, and since January, 1953, has served as superintendent of gas and gasoline plants in Tulsa.

The LPG sales division in Tulsa will handle the sale of the company's entire production of natural gasoline and LPG products east of the Rocky Mountains. It is also responsible for the maintenance of a dependable supply of Natural gasoline and LPG for the company's refineries throughout the U. S.

Rockwell dedicates plant at Porterville, Calif.

Willard F. Rockwell Jr., president of Rockwell Manufacturing Co., dedicated a new 100,000 sq ft plant at Porterville, Calif., recently and then promptly enplaned for Kearney, Neb., to break ground Tuesday, September 18, for a new 180,000 sq ft meter and valve factory there.

Construction on the new plant

TAYLOR-made

to FIT the job!



Whether it's a fuel tank on a fork lift or a dragline . . . a domestic system or a 30,000 gallon bulk storage plant . . . There's a **VISIBLE Float Gauge, Taylor-Made to FIT the job!**

VISIBLE Float Gauges serve best in the **LPG and Anhydrous Ammonia Industries** because of the precise care that goes into their manufacture.

Yes, **VISIBLE** is your Biggest Dollar Value!



1213 S. AKARD, DALLAS

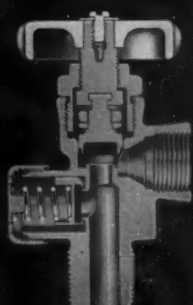
2545 SUMMER, MEMPHIS

MEEDER EQUIPMENT CO.
1745 N. EASTERN, LOS ANGELES

ODELL GLASS & CO.
1277 HARDEE ST.N.E., ATLANTA

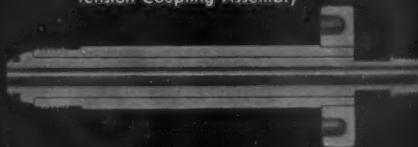
Look to **FISHER** for Valves, Couplings and Adaptors

The complete line is available including the popular extension couplings which enable operator to break connection without getting liquid on hands.



TYPE B100
CYLINDER VALVE

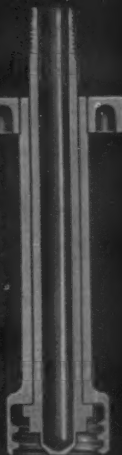
TYPE M390 Male POL Ex-
tension Coupling Assembly



TYPE M393 Ex-
tension Coupling
with 1 1/4" Acme
Thread and 3/4"
Pipe Thread



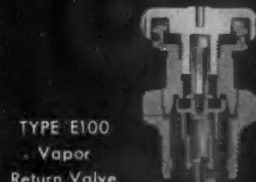
TYPE M394 Ex-
tension Coupling
with 1 1/4" Acme
Thread and 3/4"
Pipe Thread



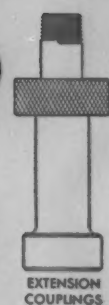
Regardless of your fitting
requirements, Fisher has
the size for your system.



TYPE D100
Filler Valve



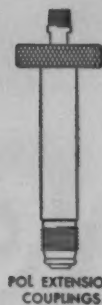
TYPE E100
Vapor
Return Valve



EXTENSION
COUPLINGS



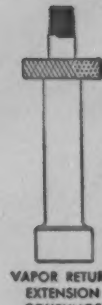
PIPE THREAD
ADAPTORS



POL EXTENSION
COUPLINGS



ANGLE POL
INLET ADAPTORS



VAPOR RETURN
EXTENSION
COUPLINGS



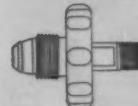
EXTENSION
COUPLINGS



POL PLUGS



FILLER
COUPLINGS



SOFT NOSE
POL ADAPTORS



ACME
SEAL CAPS



ADAPTORS



VAPOR RETURN
COUPLINGS



POL ADAPTORS



POL
CONNECTION CAPS



ACME MALE
COUPLINGS



POL ADAPTORS



POL INLET
ADAPTORS



ACME
MALE PLUGS

FISHER GOVERNOR COMPANY
MARSHALLTOWN, IOWA • WOODSTOCK, ONTARIO
LEADS THE INDUSTRY IN RESEARCH FOR BETTER GAS PRESSURE CONTROL

in Porterville began several weeks ago and is expected to be completed early next summer, about the same time as the new plant at Kearney, where construction began shortly after the ground-breaking.

The two factories will bring to four the number of plants added to the company's meter & valve division in the last half of 1956 and the first half of 1957. A 100,000 sq ft plant at Russellville, Ky., and a 106,000 sq ft plant at Statesboro, Ga., went into production on a limited scale earlier this summer.

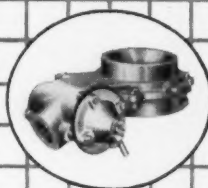
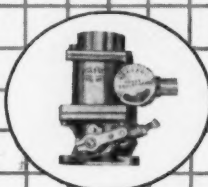
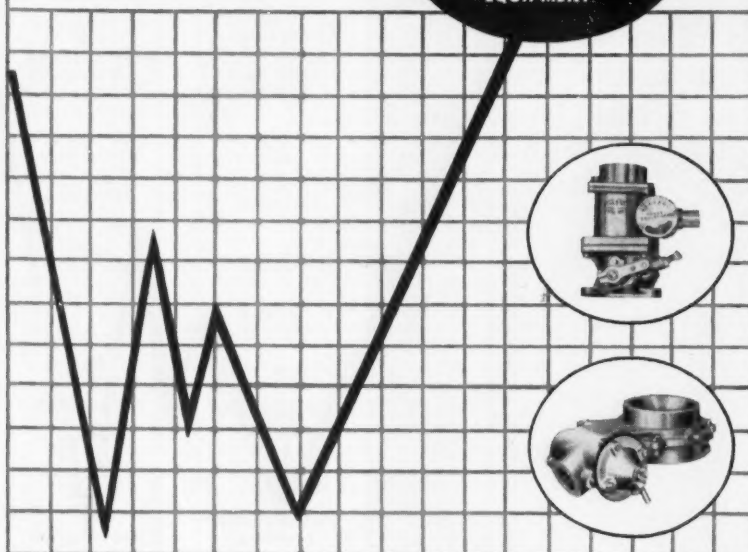


Fisher Governor Co.'s L. P. gas sales representatives.

**FOR A NEW HIGH
IN PERFORMANCE
AND ECONOMY...**

ALGAS

LP-GAS CARBURETION
EQUIPMENT



Algas designs LP-Gas carburetion equipment to meet every need. Typical examples are illustrated above.



LOOK AT THE DIFFERENCE...

Compare actual operating records and you'll see why ALGAS LP-Gas carburetion equipment is preferred again and again. Every ALGAS carburetor is carefully calibrated to match the demand of the engine for which it was designed. That's why peak performance, greater operating economy and lower maintenance costs are yours every time you use ALGAS...the LP-Gas leader. Investigate ALGAS now, write today for complete information.

**AMERICAN LIQUID
GAS CORPORATION**

1109 Santa Fe Avenue
Los Angeles 21, California

Fisher Governor agents attend equipment school

L. P. gas sales representatives of Fisher Governor Co., Marshalltown, Iowa, attended a three-day equipment school in Marshalltown in late September.

The representatives, from offices throughout the United States and Canada, attended classroom lectures and saw demonstrations in the field of Fisher's complete line of L. P. gas regulators and tank fittings. Instruction was provided by members of the sales and engineering departments.

Companion joins AGA in "Mrs. America" search

The American Gas Association has announced that the *Woman's Home Companion* will join AGA in its search for the country's top homemaker in the 1957 "Mrs. America" contest.

S. F. Wikstrom, coordinator of advertising and promotion for AGA, explained that *Woman's Home Companion* will have exclusive rights in the magazine field to the name and endorsement of Mrs. America. First kick-off announcement of next year's contest will appear in the January issue of *Companion*, along with a contest application blank.

The lucky homemaker who wins the national contest will receive thousands of dollars worth of prizes, including a dream kitchen-and-laundry full of modern automatic gas appliances: range, refrigerator, incinerator, water heater, washer, and dryer plus many other prizes.

Last year more than 200,000 women filled out application blanks for the contest. Mr. Wikstrom esti-

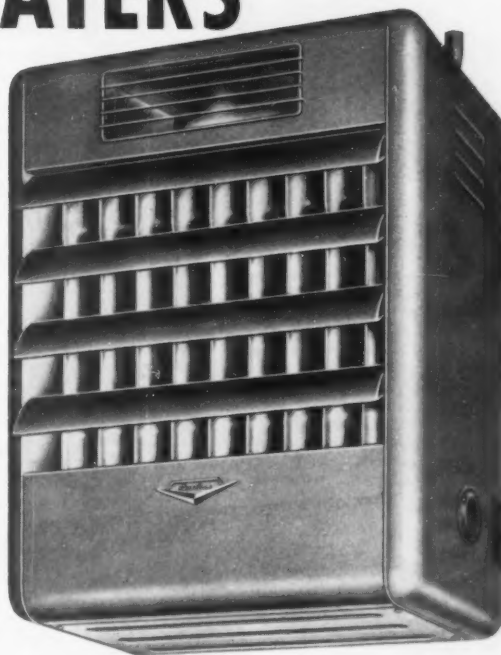
**IN THE GREATEST
VOLUME YEAR
OF ALL TIMES**

**YOU GET MORE THAN
YOU PAY FOR IN . . .**

Peerless
**GAS FIRED
UNIT HEATERS**

Here's the ultimate in value . . .
an entirely NEW line Fan and
Blower Models . . . new low price
. . . doubled production schedules
. . . fast deliveries . . . all combine
to help you capture your share
of this year's vast volume.

**DON'T DELAY —
WRITE FOR DETAILS TODAY.**



PEERLESS MANUFACTURING CORP., LOUISVILLE 10, KENTUCKY

mated that this number would double this year because of the co-operation of the woman's magazine, which will open the contest up by bringing it emphatically to the attention of new millions of homemakers who are *Companion* readers.

Suburban Gas Service hits new sales, income highs

Setting of all-time highs in all departments including sales and income continued at an accelerated pace during the 1955-56 fiscal year for Suburban Gas Service Inc., Up-

land, Calif., according to that L. P. gas dealership's eighth annual report.

Sales and other revenue gave Suburban \$4,253,528 during the past fiscal year as compared to \$2,794,426 for the 1954-55 period. Net income after federal taxes jumped from \$586,508 to \$725,893.

In his annual message, Suburban President W. R. Sidenfaden reported expansion during the year into the states of Washington, Oregon, Idaho, Colorado and further acquisitions in California and Arizona.

L. P. gas gallonage increased from 17,443,284 gal. for the previous fiscal year to 24,333,741 gal. during the period just passed. Customers zoomed from 18,400 to 28,000 in the same period.

Number of stockholders increased from 244,150 to the record high of 327,277.

Gas cooking publicized through "Queen for a Day"

"Queen for a Day," NBC-TV program, which holds a fourth place among ratings of day-time shows is effectively publicizing gas cooking.

Each afternoon the show has an approximate audience of 8.33 million viewers who on the average of nine times a month see and hear about gas cooking and the Tappan "Greenbrier" range.

The Tappan Stove Co. has participated with give-aways on both the radio and new TV version of "Queen for a Day" for some years and just recently marked the award of its 1000th range on the show.

Growing more popular with each show "Queen for a Day" is a hard worker for gas cooking and the gas industry, according to Tappan.

United Petroleum purchases five Wisconsin companies

The purchase of five Wisconsin retail gas operations by United Petroleum Gas Co., Minneapolis, was announced recently by Frank T. Carpenter, president.

The new companies are: Blue Star Gas & Appliance Co., Eau Claire and Chetek; Dodge Household Gas Corp., Eau Claire; Badger Gas Products, and Platteville City Gas Co., Platteville.

The recent consolidations will increase United's retail division to 17 bulk plants throughout Minnesota, Wisconsin, and the Dakotas.

This deal was consummated by Ole S. Brodd, president of Petroleum Marketers, a firm which specializes in the sale of propane properties.

Rysdorp receives Shell's 35 yr. diamond studded pin

In token of 35 years of service with Shell Oil and Chemical Companies, John Rysdorp, assistant treasurer and assistant comptroller of Shell Chemical Corp., was presented with a diamond studded pin August 21.

No more worry from a By-Pass valve on bottle and fueling pumps-with the NEW Corken Automatic Priming and Differential Relief Valve

B-166

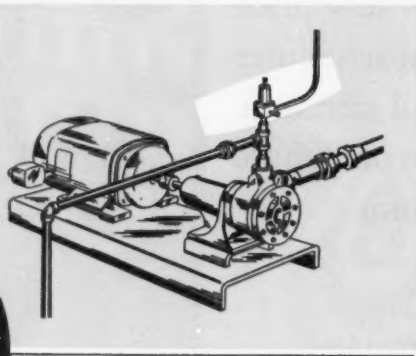
TWO VALVES IN ONE

1 RELIEF VALVE
2 PRIMING VALVE TO KEEP PUMP ON THE LINE

Engineered to eliminate chatter—simple to install—either vertical or horizontal—eliminates age old problem of priming pump and vapor locking—just set it and forget it.

When pump is shut down or vapor locked, the priming feature of valve will function and release vapor that has built up in pump and inlet line. When pump picks up liquid, priming valve then closes.

The differential relief valve feature will then function when pump is forced to develop its maximum pressure.



CORKEN'S

P. O. BOX 1062 • OKLAHOMA CITY

WEST COAST AREA
1458 RICHARDS
SAN JOSE, CALIFORNIA

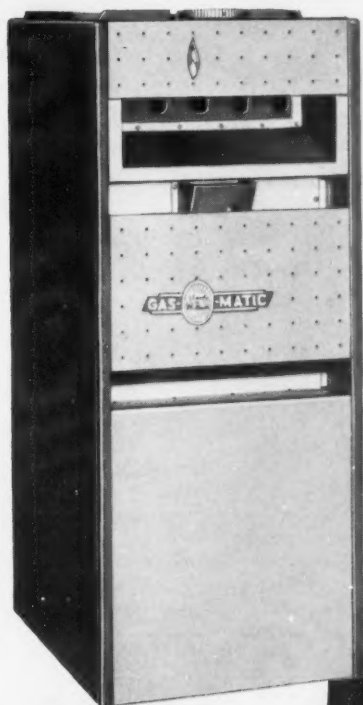
PLAINS AREA
3609 40th ST.
LUBBOCK, TEXAS

EAST COAST AREA
935 MADISON AVE.
PLAINFIELD, NEW JERSEY

Another WILLIAMS Achievement for more LP Gas Sales

NO BACKFIRE "POP" NO "WHISTLE" STOPS

Now! A really quiet LP gas furnace to build your heating sales and profits!



Model HG-90
All Models
A.G.A. Approved

ALL-NEW 1956
EUREKA Williams
GAS-O-MATIC WARM AIR
FURNACES

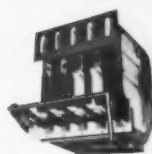
18 Lo-Boy, Hi-Boy, Counterflow and Suspended Models
67,500 to 180,000 BTU/hr.

Prove it to yourself

No backfire "POP"...no "WHISTLE" stops...smooth operation all the way! Let us *prove* it with the Williams LP demonstrator. We want *you* to put it through its paces. First, under normal operating conditions—then, with shutters closed...then wide open and with pressures ranging from 5 inches to 18 inches of water. You can even light the LP Gas with a torch at the shutters under any pressure conditions. Still you get no backfire "POP"...no "WHISTLE" stops. It's amazing! Other heating equipment just *can't come close* to this kind of performance. For full details and a demonstration of the quietest LP heating equipment on the market, simply fill in the coupon and mail it today.

See all these quality features!

- Easy-clean brown and beige baked enamel finish
- Whisper-quiet, cushion-mounted oversize blower
- Extra-large, high efficiency air filters
- Factory fire-tested, assembled and wired for low-cost installations
- Easily adjusted for perfect flame



**NEW
STRONGER
SELLING
FEATURES!**



NEW EXCLUSIVE HEAT EXCHANGER. Compact, new heavy gauge steel sectional design assures maximum heat transfer. Individual inshot burner for each section means peak efficiency...quietest, low-cost operation.

SEALED IN STEEL from Top to Bottom means the cleanest heat ever! Only healthful, refreshing *filtered* air can pass through the heat exchanger into the home. A quality plus your prospects will recognize immediately!

Powerful new national advertising... generous co-op ad plan...and hard hitting local sales promotion materials give Williams Franchise Dealers high consumer acceptance—more sales punch for more profits.



Williams Is Really On The Move!

Eureka Williams Corporation, Dept. C-11
Bloomington, Illinois

Please arrange for me to see the LP gas demonstration. No obligation, of course.

Name _____

Address _____

City _____ State _____

EUREKA Williams **OIL-O-MATIC**
GAS-O-MATIC
AIR-O-MATIC

The oldest name in automatic heating

Mr. Rysdorp joined Shell on August 15, 1921 as a treasury department clerk in the company's head office, then located in San Francisco. Within six years he was manager of the oil company's automotive department, and in 1929 was made office manager of its Los Angeles division. After successive promotions in 1941 he was named assistant to the president of the company. In 1948 he was appointed assistant treasurer of Shell Chemical, and later that year came East when the company moved its headquarters to New York.

Roper range survey shows showroom displays pay off

Showroom displays and demonstrations pay off when it comes to selling a gas range to Mrs. Housewife, the Geo. D. Roper Corp. reports. A recent Roper market research study showed that 73 per cent of the housewives who bought a Roper range were motivated by displays or demonstrations in the showroom.

In addition, 31.8 per cent of the women polled saw the range when actually shopping, 20.4 per cent wit-

nessed an actual burner demonstration on the sales floor and 11 per cent were attracted to the range while paying their gas bills. Nearly 10 per cent noted a window display featuring a Roper "Tem-Trol" burner before buying.

Chrome was the favorite color of women selecting Roper built-in ranges. Yellow was second, bronze porcelain third and pink was fourth.

Bluefield is distributor for Florence Stove Co.

Bluefield (W. Va.) Hardware Co., has been appointed full-line distributor of Florence Stoves and Quaker Heaters.

The territory, travelled by 24 sales representatives, includes the southern part of West Virginia and southwestern part of Virginia in addition to the eastern part of Kentucky and the northern part of North Carolina.

A recently-opened branch at Roanoke, Va., serves the dealers and industrial accounts in this fast growing market.

Astronomers get all-year Bryant air conditioning

Astronomers at Butler University's new J. I. Holcomb Observatory and Planetarium will be able to study the heavenly bodies in complete comfort as the result of a Bryant "Command-Aire Twins" installation. The observatory has year-round air conditioning with the Bryant units providing both heating and cooling.

The Indianapolis university's planetarium is in the west wing of the new structure. A circular room, it seats 100 and is covered by a dome with a 12 ft radius. The inside surface of the dome is painted white and is bordered in black by an easily recognizable silhouette of the Indianapolis skyline. Concealed in this skyline are the heater and air conditioner outlets.

Eureka Williams fellowship winner starts to school

School started September 12 at the University of Illinois for Paul Meier, 28-year old Swiss graduate student, under a one-year fellowship award from the Eureka Williams Corp.

Mr. Meier, who won the Williams Oil-O-Matic Fellowship in a year-long competition in 24 countries

Butane Propane

Carter

A name associated with the oil industry since Sisterville, West Virginia, in 1893 . . . over 60 years of experience.

CARTER'S reputation for dependability, which has been earned during these years, is yours when you buy LP gas from Carter.

Call CARTER when you need Butane or Propane — for domestic or industrial purposes — and you call an unexcelled supplier, with unexcelled products.

**THE CARTER OIL COMPANY
TULSA, OKLAHOMA**



ANHYDROUS AMMONIA HOSE

For every need of the AMMONIA INDUSTRY—a special Hewitt-Robins hose

For Anhydrous Ammonia Tanker Loading and Unloading . . .

HEWITT-ROBINS AMMONIA TANKER HOSE. Extra-strong, rugged construction in 4", 6" and 8" ID sizes. Custom-built for this hazardous high-pressure service. Unexcelled service history in loading and unloading propane and anhydrous ammonia tankers.

For Tank Truck and Tank Car Loading and Unloading . . .

MONARCH WIRE BRAIDED ANHYDROUS AMMONIA HOSE. Constructed with a special tube to resist permeation. Contains a strong, non-collapsing wire braided carcass, protected by a green sun- and weather-resistant cover.

For Bulk Delivery Truck Unloading . . .

HEWITT-ROBINS MONARCH LONG LENGTH HOSE. A non-

permeable tube, double braid of strong rayon cord and green neoprene cover. Light, flexible, easy to handle. Wide safety factor with 350 psi. Also can be used on applicators requiring high pressure lines. Available in 1/2", 3/4" and 1" sizes.

For the Mobile Tank Applicator . . .

HEWITT-ROBINS SERVALL APPLICATOR HOSE. For installation between regulator and applicator knives. All neoprene with red or green cover. Resists ammonia permeation, thereby minimizing toxic odor. Unaffected by sunlight and weather.

For Aqueous Ammonia Service . . .

HEWITT-ROBINS SERVALL ALL-SERVICE HOSE. Ideal for mobile spray applicators or for nitrogration. Synthetic tube resists permeation. Red neoprene prevents damage from sun and weather.



HEWITT-ROBINS INCORPORATED

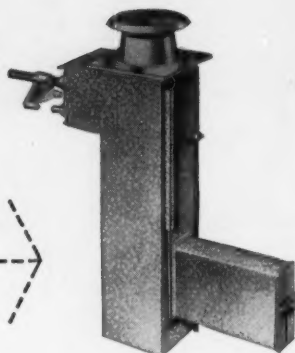
EXECUTIVE OFFICES: STAMFORD, CONNECTICUT

INDUSTRIAL HOSE • CONVEYOR BELTING • CONVEYOR MACHINERY • VIBRATING CONVEYORS • VIBRATING SCREENS • DESIGN, MANUFACTURE, ENGINEERING AND ERECTION OF COMPLETE BULK MATERIALS HANDLING SYSTEMS • "GLIDE RIDE" THE NEW MOVING SIDEWALK

Sell 600 lbs. LP-gas/year

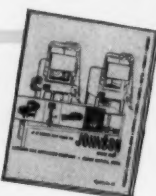
johnson
WATER WARMER

You sell more than an automatic stock tank heater when you sell a Johnson Water Warmer. You sell an average of 600 lbs. of LP-Gas per heater per year. The dependable, weather-proof Johnson Water Warmer is easy to sell, too. Cattlemen and dairymen know their stock do better, profit more, when their water is at a drinkable 48°. And the Johnson Water Warmer maintains that temperature in the coldest weather. It's safe, efficient and very easy to install. Profit twice with the Johnson Water Warmer.



Write for catalog of
Johnson's complete
water heating line.

**JOHNSON GAS
APPLIANCE CO.**
597 E. Ave. N. W.
Cedar Rapids, Iowa

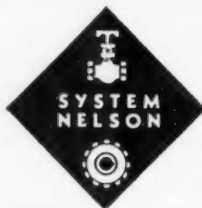


johnson
If it burns gas
look to Johnson... Since 1901

For L. P. Bulk Storage Leading Firms Pick

NELSON

There are over 250 SYSTEM NELSON bulk plants for the storage of LP Gas and Anhydrous Ammonia located in 25 states. Take advantage of our experience and get extra value and service on your next storage problem. Contact us for a meeting with an experienced storage engineer.



EDWARD S. NELSON, Ltd.
Clarksdale, Mississippi



THE LEADING NAME IN THE BULK STORAGE FIELD!

overseas, will study at the University's School of Commerce and Business Administration at Champaign-Urbana, Ill. He was engaged in graduate studies at the University of Basel in Switzerland.

A three-member judging panel representing Illinois, Indiana and Purdue University selected Mr. Meier over contest finalists from throughout the world. The fellowship entitles him to a year of advanced study, with all transportation, tuition and living expenses paid by Eureka Williams.

LaDue, pioneer in butane, dies in his office

M. J. LaDue, 65, a pioneer in the butane gas business in the Southeast and Southwest, died unexpectedly August 20 in his office at the Gas Equipment Supply Co. of Atlanta.

Mr. LaDue founded what was probably the first firm devoted to the manufacture of butane equipment. He established the Gas Equipment Co. in Dallas, in 1932, and later founded the Atlanta butane firm.

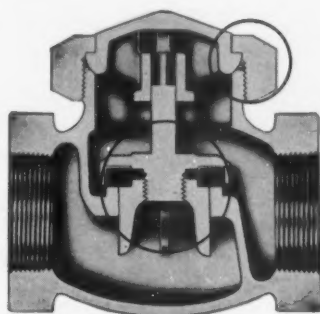
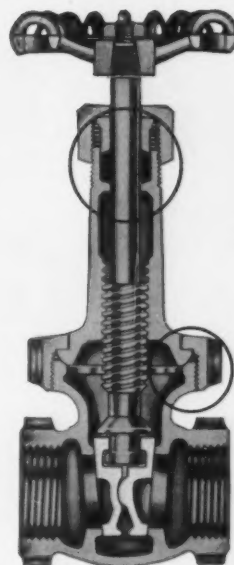
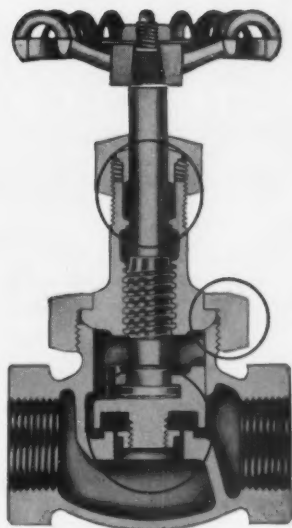
A native of Little Rock, Ark., he began his career in the gas equipment business with the Bastian-Blessing Co. of Chicago. He represented the firm in the Southern area and after establishing his own concerns carried that company's line.

1956-59 predicted as boom years for natural gas

According to W. Rockwell, Jr., president of the Gas Appliance Manufacturers Association, the American natural gas industry has embarked on a seven billion dollar, four-year expansion program which inevitably will strengthen the nation's economy and standard of living.

Mr. Rockwell, who is also president of Rockwell manufacturing Co., was the principal opening-day speaker at the Pacific Coast Gas Association's 63rd annual convention of western gas industry leaders, representing utilities, appliance manufacturing companies and industry-related organizations.

The years 1956 through 1959 will encompass the greatest expansion of natural gas facilities in any four-year period of the industry's history, according to Mr. Rockwell. Citing figures prepared from con-



GATES - GLOBES - ANGLES - CHECKS

Special synthetic packing in the amply proportioned stuffing box provides an absolute seal and reduces stem friction. Best packing there is for volatile fluids!

Line-contact, body-bonnet joint is designed for a leakproof seal by mating the spherical seat on the bonnet with an angular seat on the valve body.

Renewable synthetic discs on globe and angle valves are long wearing ... and resilient for positive closure. Slip-on-type disc holders have adequate guiding to assure accurate seating.

... valves for positive control of L-P Gas!

All OIC Valves for L-P Gas service are Underwriter approved. They are recommended for volatile fluids, light oils, hot or cold water and air.

Valve bodies are sound, cast of A. S. T. M.—B61, steam bronze and fitted with heavy, union-type, body-bonnet connections for long leakproof service.

Stems are accurately machined of OIC 40 Alloy (an aluminum-silicon-bronze which won't gall or seize).

For complete information on sizes ($\frac{1}{4}$ " to 3"), pressures (400 lbs. WOG, non-shock) and prices, write for the OIC L-P Gas Folder, Form 1002 or contact your local OIC Distributor.



V

VALVES

THE OHIO INJECTOR COMPANY • WADSWORTH, OHIO

BRONZE & IRON, FORGED & CAST STEEL
LUBRICATED PLUG VALVES

struction data and by the AGA, Mr. Rockwell said pipeline and utility companies expect to spend a total of \$7.3 billion for new construction and expansion of present facilities between 1956 and 1959.

Gas furnace shipments up 11 per cent in July

July shipments of gas furnaces totaled 71,700 units, up 11 per cent from the 64,600 in the same month last year, the Gas Appliance Manufacturers Association announced in August.

During the first seven months of the year manufacturers shipped 428,900 gas-fired furnaces of the forced warm air and gravity types. This represents a 4.7 per cent gain from 409,700 in the same period a year earlier.

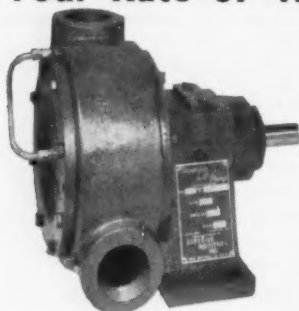
Shipments of gas-fired boilers for central heating totaled 6000 units in July, down 11.8 per cent from the 6800 of the 1955 month. On a seven months basis, the 1956 total of 43,000 is 16.8 per cent above the 36,800 in the year-earlier period.

Gas conversion burners used in

changing existing heating systems from other fuels to gas, showed a sharp advance. The July total of 18,900 units shipped represented a 43.2 per cent increase over the 13,200 for the same month in 1955, and was 4400 units ahead of June, the best previous month this year. For the first seven months, 76,700 conversion burners were shipped, or 9.6 per cent more than the 70,000 in the same period in 1955.

Manufacturers of automatic gas water heaters shipped 253,300 units in July a 15.5 per cent increase over the July, 1955, figure of 219,300.

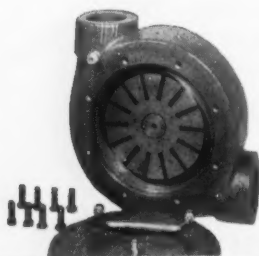
INCREASE by 50% to 100% Your Rate of Winter Gallonage-Delivery



New
Model
TC

- SAVES TIME
- SAVES LABOR
- SAVES MONEY

INQUIRIES INVITED
FROM DISTRIBUTORS



With Winter coming on, delivery of Butane or Propane into your customers' tanks will be even slower than at present, unless you equip each of your trucks with a properly-installed "Superior" LPG Precision Rotary Pump. This specially-designed pump is capable of high volume at low pump and engine speeds, against differential pressures up to 300 P.S.I. With adequate intake, the "Superior" Pump will increase your usual rate of winter gallonage-delivery by 50% to 100%. The big saving in time would enable you to serve more customers with less equipment. It's worth looking into!

Superior LPG PRECISION ROTARY PUMP

This compact, light-weight pump has a two-lobed cam with double pumping cycle for each revolution. Within the rotor are 14 hydrostatically-balanced, pressure-activated carbon vanes that provide positive pumping action. The vanes are self-adjusting and self-lubricating. There is no metal-to-metal contact and no wear, except on the carbon, which can be replaced easily, within a few minutes, without removing the pump from the truck or its mounting.

The "Superior" LPG Precision Rotary Pump is easy to install. The base fits the average truck mounting without need for piping change.

Available in 75 and 110 G.P.M. sizes. Write for descriptive folder and the name of nearest Distributor.

SUPERIOR INDUSTRIES, INC.
1007 National Bank of Commerce Bldg.
NEW ORLEANS 12, LA.

CALENDAR

Coming events in the Industry

Nov. 1-2—American Home Laundry Manufacturers Association—Conrad Hilton Hotel, Chicago.

Nov. 12-15—American Petroleum Institute—Conrad Hilton Hotel, Chicago.

Nov. 16—Louisiana Butane-Propane Institute Mid-Year Meeting—Belmont Hotel, Baton Rouge.

Dec. 4—Wisconsin LPG Winter Meeting—Eastside Businessmen's Club, Madison, Wisc.

1957

Feb. 12-14—Northeastern LPG Convention and Trade Show—New York Trade Show Bldg. and Hotel New Yorker, New York.

March 10-12—Indiana LPG Trade Show and Convention—Claypool Hotel, Indianapolis, Ind.

April 8-10—GAMA Annual Meeting—The Greenbrier, White Sulphur Springs, W. Va.

April 24-26—Natural Gasoline Association of America 36th Annual Convention—Rice Hotel, Houston, Texas.

May 12-15—Liquefied Petroleum Gas Association Annual Meeting—Conrad Hilton Hotel, Chicago.

All associations are invited to send in dates of their forthcoming meetings for this calendar.

PREST-O-LITE^{Trade-Mark} CYLINDERS



Restoring Strength

To relieve the stresses that develop when steel is cold-drawn, LINDE anneals cylinder cups between press operations (as shown in the photograph). This guarantees a finished PREST-O-LITE LP-Gas cylinder that will be as strong as the steel from which it was made.

Stress-relieving cups between draws is another example of the quality-control exercised by LINDE during the manufacture of PREST-O-LITE cylinders. To carry this control still further, completed cylinders are placed in a normalizing oven to remove any remaining stresses.

As a result, each PREST-O-LITE LP-Gas cylinder offers longer life, because no strength has been sacrificed during its manufacture. Ask your nearest LINDE representative for more information about these cylinders. Or write to LINDE AIR PRODUCTS COMPANY, a Division of Union Carbide and Carbon Corporation, 30 East 42nd Street, New York 17, N. Y. In Canada: Linde Air Products Company, Division of Union Carbide Canada Limited, Toronto.

The terms "Linde" and "Prest-O-Lite" are registered trade-marks of Union Carbide and Carbon Corporation.

MADE BY

Linde
Trade-Mark

**PREST-O-LITE^{Trade-Mark}
CYLINDERS
FOR
LP-GAS**



Thornton elected prexy of New Mexico Association

Frank Thornton, Butane Gas Co. of New Mexico, Santa Fe, was elected president of the New Mexico LP-Gas Association at the group's annual convention, August 19-21 in Albuquerque. Registered attendance was 150.

Other officers elected include, G. O. Gwynn, Gwynn's Inc., Silver City, vice president, and Harry Washam, Washam Gas Co., Taos, secretary-treasurer.

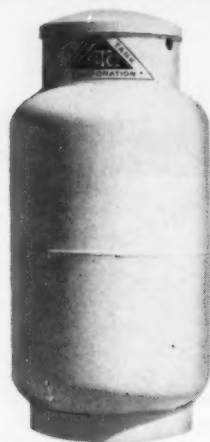
Immediate past president H. P. Freeman, Espanola Valley Butane, Espanola, was elected a director along with Fred English, Carrizozo Hardware, Carrizozo; Virgil Henry,

Henry Gas Co., Dexter; and Jesse Keeth, Keeth Gas Co., Hagerman. Carry-over directors include Eddie Gilliland, Albuquerque Butane Service, Albuquerque; Blewett Cotton, Cotton Butane Co., Lovington, and Ray Pendleton, Pendleton Oil & Gas Co., Roy.

"Establishing Profitable Operating Margins" was the subject of Floyd F. Campbell, management consultant, Webster Groves, Mo. "Some Views of National Operation" were presented to the group by H. D. White, executive vice president, LPGA, Chicago; while H. L. Corbett, New York Life Insurance Co., Denver, gave his views on the "LPGA Insurance Plan."

A preview of "What's New" was given by W. F. DeVoe, Phillips Petroleum Co., Bartlesville, Okla. "Some Fundamentals in Credit Granting" were outlined by R. V. Peoples, Continental Oil Co., Denver, and Leon Hill, manager, Chamber of Commerce, Santa Rosa, N. M., rounded out the list of speakers with his warning "Don't Miss the Boat to Success."

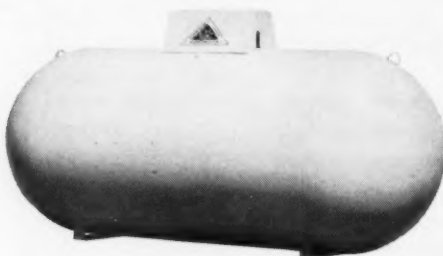
Sell Service with SUPERIOR LPG Systems



ONE TANK OR A TRUCKLOAD—our modern, new plant is fully equipped to serve dealers from Kentucky to the Keys—from the Mississippi to the Atlantic! Every Superior tank . . . every fitting more than meets national and local specifications. SUPERIOR engineering know-how means superior service, whether you need a domestic tank, tractor tank, or a complete industrial system! Thirty-five years of LPG experience, combined with a thorough knowledge of your problems, means you can do a better, quicker, more profitable job. *Sell service with Superior! Call or write today for details!*

Pictured above is Superior's 200-lb. ICC Upright Cylinder engineered for safety, quality, service in domestic systems.

At right is pictured Superior's 500-gal. Above Ground Propane Tank.



SUPERIOR
TANK CORPORATION



Tel. (Clarkston) 3-7151, 4846 Lawrenceville Hwy., Tucker, Ga.

Mac Intosh receives N. C. "Man of the Year" award

Honored at the 1956 banquet of the North Carolina LPGA meeting in Raleigh, N. C., was John Mac Intosh, when he was made "Man of the Year" for 1956. A long-time figure in the industry, not only in North Carolina but on the national scene as well, Mr. Mac Intosh is one of the nation's outstanding L. P. gas engineers.

Believing that recognition is due to some of the men in the industry who have given years of loyal service to their jobs, the North Carolina board of directors determined to establish a "Man of the Year" award commencing this year. A secret committee was appointed by James L. Collier, 1956 president, with the consent of incoming President for 1957, C. A. Childers, Sungas. Appointed to select a man the committee chose Mr. Mac Intosh unanimously on the first ballot.

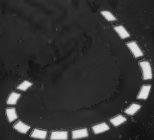
Presently the engineer for Suburban Rulane Gas Co. of N. C., Inc., Mr. Mac Intosh was born in Scotland and educated at the University at Edinburgh.

Coming to the U. S. after the war, Mr. Mac Intosh worked for

4 ways

AMERICAN® LP-GAS METERS
BUILD SALES AND PROFITS

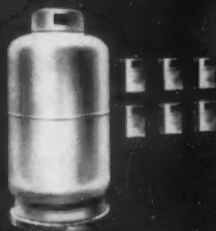
END
costly
cross-
hauling



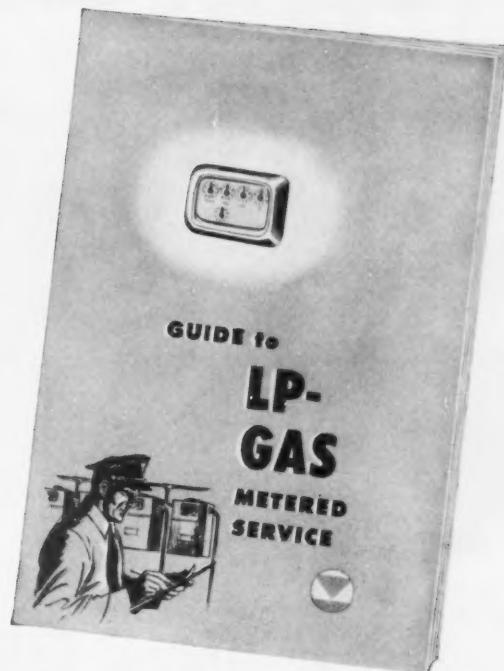
CREATE
extra
storage
capacity



REDUCE
multi-service
installation
costs



BUILD
customer
confidence



FREE Manual— Gives complete information on handling, storing, installing, sizing and testing LP-Gas Meters.

Write today for this valuable manual that shows how you can make extra profits with American LP-Gas Meters, give your customers "City-Type" service and reduce your costs as well.

American LP-Gas meters are precision instruments designed for accurate measurement from pilot burner to full load. Built with the same care that has made American Gas Meters the accepted standard of accuracy, performance and long life in the Gas Industry for 120 years.

AMERICAN®
METER COMPANY

INCORPORATED 1914

GENERAL SALES OFFICE: Somerton, Philadelphia 16, Penna.
Albany • Alhambra • Atlanta • Baltimore • Birmingham
Boston • Chicago • Dallas • Denver • Erie • Houston
Kansas City • Los Angeles • Minneapolis • New York
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IN CANADA: Canadian Meter Company, Ltd., Milton, Ontario
Calgary • Edmonton • Regina



SUPPLIERS TO THE GAS INDUSTRY for Water, Trime Steelcase, Aluminumcase and Welded Steelcase Meters • American Westcott Orifice Meters • Instruments • Pressure Regulators • Apparatus • Valves

the steel industry and sold and installed specialized stainless steel applications. It was during an installation for the Champion Paper Co. in its North Carolina plant that he first met Mr. William Landers, then president of the Rulane Gas Co. It was not too long in that year of 1934 until he was working for Rulane.

Through the years, Mr. Mac Intosh has been identified with the industrial end of Rulane's and later Suburban's history. He has earned a widespread reputation for competence on his design of



During the banquet session of the North Carolina LPGA convention, Suburban Rulane Gas Co.'s engineer, John MacIntosh, was honored for his "outstanding and loyal service to the industry." Mr. MacIntosh receives the award, an Elgin watch, while R. R. Juby, executive secretary, extends his hand in congratulations. J. Fred Walters, Suburban's N. C. division manager, toastmaster for the evening, leads the applause. The award was a complete surprise. Mr. MacIntosh was chosen by a secret committee prior to the convention.



TRUCK BEING REFUELED WITH A VIKING GG-196 UNIT AT THERMO GAS CO., ALLISON, IOWA

MODEL
GG196



FAST VEHICLE FUELING with VIKING LP-Gas pumps

For fueling of trucks, buses, airport tugs, taxis, fork lift trucks, and tractors, you can't beat a Viking model GG196 unit. Delivers 10 gallons per minute—safe, smooth and fast. The same unit, or still larger models (20 and 30 GPM size) are available for this service or for fast bottle filling.

All three Viking fueling unit

models come complete with pump direct connected to 1750 RPM motor with built in switch and voltage changer. Units also available with engine. Pump includes bypass valve, a vapor pressure safety valve on suction port and is equipped with mechanical seal, self-lubricated bearings and O-ring gaskets.

For complete information, ask for catalog section Hb today.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps

See our catalog in Butane-Propane Catalog.

equipment for the use of propane on textile applications; for heat treating; and for practically every other application of L. P. gas that requires a top notch engineer.

A few of Mr. Mac Intosh's many assignments in committee work include, Technical & Standards Committee, LPG, a member for 17 years. He is presently serving on the weights and measures, industrial utilization, and insurance liaison subcommittees.

He is also a member of the co-operative committee since 1954 which is a combined group of the LPGA-API Meter Manufacturers Association, Gasoline Pump Manufacturers Association, and National Conference of Weights and Measures Representatives.

Railroad problems debated at North Carolina meet

One hundred and eighty registered dealers, suppliers, and sales representatives attended the North Carolina LPGA meet at the Sir Walter Hotel, Raleigh, on September 16-18.

This year's meeting was concerned with the accomplishments of the past year and plans for 1957. Sponsorship of a "Home-



American "Better Bilt" delivery units are ready for action because *they're built for action*. Precision standards and quality control go into each American unit to assure greater utility and longer life. Engineered plumbing and design with precision balance increases capacity — lowers operating costs — assures added safety — protects your investment, and mister, that means real savings to you!



1800 Gal. Deluxe Model with Motor Fuel Tank



Time and labor saving on-the-spot delivery

This deluxe unit features Hannay dual electric hose reels, Neptune #433 meters, power take-off and throttle controls, handy two main valve controls, and four-way plumbing. These are conveniently located in rear cabinet to allow faster delivery and protect equipment from weather hazards and road grime. It's built for action because it's "Better Bilt" by American.

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American Tank

AND MANUFACTURING COMPANY, INC.

Headquarters for the LP Gas Dealer

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1 Shipment
1 Invoice

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BOX 5525

DALLAS 22, TEXAS

maker" scholarship through the State Home Economics Teacher's Association at one of three schools in North Carolina was voted upon. The association proposes to pay tuition and all fees for one girl, high school graduate, picked through a state-wide elimination contest conducted by the home economist.

This year's convention featured the railroad men who carry liquefied petroleum products into North Carolina. Representatives of the major lines were invited and attended. J. K. Morgan, freight traf-

fic department head for the Seaboard Railroad; L. R. Biven, assistant freight traffic manager from the Wilmington general offices of the Atlantic Coast Line, and Carl Walker, head of the freight traffic department, general offices of the Southern Railway from Washington, D. C., topped the delegation of some 10 railroad men who were present. Many problems were ironed out concerning hauling and switching to LPG.

Paul Wayman, advertising and promotion manager, Magic Chef Inc., told the dealers the impor-

tance of a good, continuing, honest advertising program.

Jack Parsons, vice president, LPG Credit Corp., gave a hard-hitting address on finance operations and the importance of good record keeping, and analyzing the profit and loss statement to learn where the money went.

O. Jay Schuessler of Davis Dorland & Co., Insurance Brokers of New York, spoke on the broad coverage necessary and the importance of having the insurance that is paid for.

The transfer of liquids and pumping equipment was outlined by Charles Corken, president, Corken's Inc.

Closing luncheon was a strictly "North Carolina affair." The menu featured corned beef and cabbage, blackeyed peas with sweet potato pie. Featured speaker at the luncheon was Carl Goerch, editor and publisher of *The State* magazine, a North Carolina publication. His remarks were concerned with North Carolina, her history, growth, and development. His topic "We're Proud of North Carolina" sent the convention delegates home with real pride in their native state.

Ohio elects Davis president for next term

The Ohio Liquefied Petroleum Gas Association at its annual convention, September 16-18, in Cleveland, elected Al Davis president for the coming term.

Theodore Johnson was elected vice president, and Robert L. Bammerlein secretary-treasurer.

Three Sales and Service Clinics were presented to a resistered attendance of 175 by the Weatherhead Co., Selwyn-Pacific Co., and the Bastian-Blessing Co.

Thatcher Longstreth, The Aitkin-Kynett Co., explained to the group how "Selling Today Is Merchandising"; Charles R. Scott, State Fire Marshal, told how the "L. P. Gas Inspection Program" works, and "One Per Customer" was highlighted by Leroy Klein, vice president, Caloric Appliance Corp.

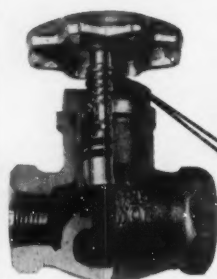
"A Million Ways to Insure Prosperity" was outlined by Ted Biernt, manager of sales relations. Youngstown kitchens divisions of American Standard.

Entertainment was provided by Norman & Parker, song Stylists;

KEEP LPG FLOW ON THE GO

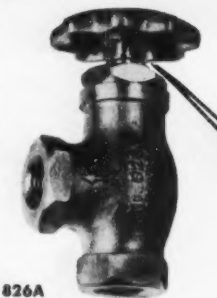
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RONEY GLOBE and ANGLE VALVES
FOR TANK AND TRACTOR FILL-HOSE ASSEMBLIES



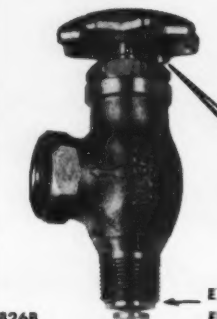
825

Roney Globe and Angle Valves are quickly opened and closed because of "fast acme" threads on the stem. Globe Valve #825 is available in 1/2" and 3/4" sizes.



826A

Angle Valve #826A is available in 1/2" and 3/4" sizes. Designed specifically for LPG use, these valves are constructed of durable bronze with a long wearing nylon seat.



826B

Angle Valve #826B is available in 3/4" and 1" sizes. The male thread bottom inlet mounts directly into the tank and incorporates an excess flow valve if desired. Triple "O" ring seal protects 3 times against leakage.

EXCESS
FLOW

INEXPENSIVE — ORDER NOW

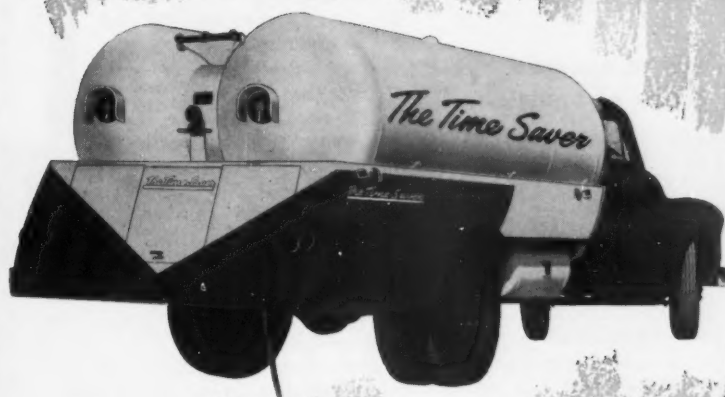
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LOOK TO RONEY FOR LPG AND NHS EQUIPMENT

Compare Side by Side



You'll Buy MASTER "Time Saver" Every Time

It happens every time — after a man has seen the revolutionary Master "Time-Saver," he'll never again be satisfied with conventional tank design. Especially designed by Masters engineers to save time and money for the operator, the "Time Saver" is the most economical, efficiently operating tank on the market today. All working parts

of the tank are mounted as a unit on a platform at the rear of the tank. All controls are at the operator's fingertips. With the "Time Saver" there's less vibration, less maintenance. Deliveries are fast and easy. Compare the "Time Saver" with any other tank on the market and you, like everyone else, will buy the "Time Saver."

Welded Construction Stops Leaks

For years truck tanks have had difficulty with leaks in the pipe connections due to the twisting and careening of the truck when the pump was mounted in front of the tank on the truck frame. Flexible hoses are just as bad due to bursting and rotting. That is why the "Time Saver" was designed as a unit mounted on a platform at the rear of the tanks. Where feasible, all pipe connections are welded. This assures trouble-free service and a great saving to you.

Tubular Shaft Pump Drive

For a lifetime of trouble-free service, the pump driving equipment consists of the best universal joints and tubular drive shafts made according to the same rugged design which propels the truck.

Only 60 Minutes To Change Trucks

With the "Time Saver," it's easy to change trucks! Disconnect the power take-off and remove the mounting bolts and the whole unit is ready to be moved, just another reason a Master truck tank is a "Time Saver" and a money maker for you. There isn't a single pipe fitting to change — this eliminates

a big plumbing job and assures you of trouble-free service.

Tanks Pump Dry

Both tanks pump dry except a pint, which remains in the sump. The sump catches all sediment. A strainer prevents any foreign particles from entering the intake line. By unscrewing a plug at the bottom of the sump, the strainer can be periodically cleaned. The tank outlet is at the rear, where a 2" inside line takes suction from the sump. These two special strainers provide 40 times the area usually found.

Your Choice of Closed End . . .

The enclosed rear end assures economical and trouble-free operation in regions where there is ice and snow. There is ample working space and room for meter and hose reel and one latch locks all three doors on most models.

. . . Or Open End

The open end is especially designed for use in sections where there is not much ice and snow. The meter, when desired, is enclosed and there is a tool box on the opposite side

plus room for the hose. For those who do not use power hose reels, the filler hose can be wrapped outside and the vapor hose inside the rack and either hose can be used separately. The hose rack comes as standard equipment at no extra cost.

Spray Nozzle For Faster Filling

The refrigerating principle is used to lower the pressure and make the tank easier to fill.

Rear Mounted Pump Stops Leaks

Danger that the motion of the truck will damage pipe connections is eliminated by mounting the pump and pipe fittings as a single unit on the rear of the tank.

Streamlined Body

For beauty as well as durability and economy, the skirting on the "Time Saver" has been curved for extra strength and streamlined beauty. The entire unit is finished with a hot enamel process.

No Plumbing Installation

With the "Time Saver" there is no plumbing job, for the entire pumping unit is mounted as a unit on the rear of the tank.

**So Revolutionary
IT'S PATENTED**



Write for our 20 page
Full Color Catalog



POWERS

Service-Master®

THE ALL-PURPOSE SERVICE BODY



ACCLAIMED BEST

BY BOTTLED GAS INSTALLATION AND SERVICE FIRMS

Sales records prove that Service-Master is used by more service men than any other body. Service-Master makes work easier . . . saves more time . . . builds greater profits!

EXTRA FEATURES!

- "Freeze-free" hinges that can't bind • Concealed fenders to protect compartment walls • "Hi-La" floor for easier loading • "No-Bounce" bins to keep parts in place • "Puddle-Proof" cargo area . . . and many other "extras".

OUTLASTS SEVERAL CHASSIS
Carried in stock in all 48 states by LOCAL Distributors!

FIND OUT FOR YOURSELF Prove to yourself that Service-Master gives you more for your money. Mail this coupon for complete details and price information today.

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675 CEDAR ST. • BERKELEY 10, CALIF.

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Company _____

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JTS

Randolf & Mary, Silent Knight of Magic; Joe Sodja, Wizard of the Guitar, and dancing to the Cleve-landaires Orchestra.

Free TV time secured by B-P Institute of Louisiana

What butane-propane dealer wouldn't welcome the opportunity to sit down in a customer's living room and for 15 minutes talk very informally about the L. P. gas business, its importance to everyday living, the many uses of this miracle fuel and how through a state agency it is regulated for the consumers' protection? Better yet, how would you like to tell this same story to some 225,000 people?

The L. P. gas dealers of Louisiana, through their Butane-Propane Institute of Louisiana, are doing just that. Since January, 1956, it is estimated that their LPG story has reached the living rooms of approximately 75,000 families in the state.

The enormous audience, of course, was made possible by the medium of television. Originating as an idea of the public relations committee of the state Institute, the television programs actually got underway in January this year. Since that time the 15-minute panel-type program has originated live from tv studios in Shreveport, Monroe, Baton Rouge and Lake Charles.

Response has been very favorable, not only from the public, but from enthusiastic comments by dealers and from the state regulating agency, the L. P. gas Commission of Louisiana.

A typical comment comes from a farmer in Greenwood, suburb of Shreveport. "I had no idea that the

butane dealers had such an organization as the Butane-Propane Institute and I was very interested to hear the extent of their safety precautions as set out by the State Commission."

Many dealers were quick to realize that such a program was badly needed. In the words of Louis Abramson Jr., president of Petrolane Gas Corp. in New Orleans and chairman of the public relations committee, "Our industry in Louisiana was long overdue in taking its story to the public. We certainly have realized tremendous public relations values out of this series."

The program utilizes a panel-type interview format which makes it easily adaptable for each particular city and market where it originates. In each case two dealer-members of the Institute, a member of the state L. P. gas Commission and the staff-director of the Commission composed the panel. An announcer from the television station sat in as moderator to introduce the program and make a few transition remarks.

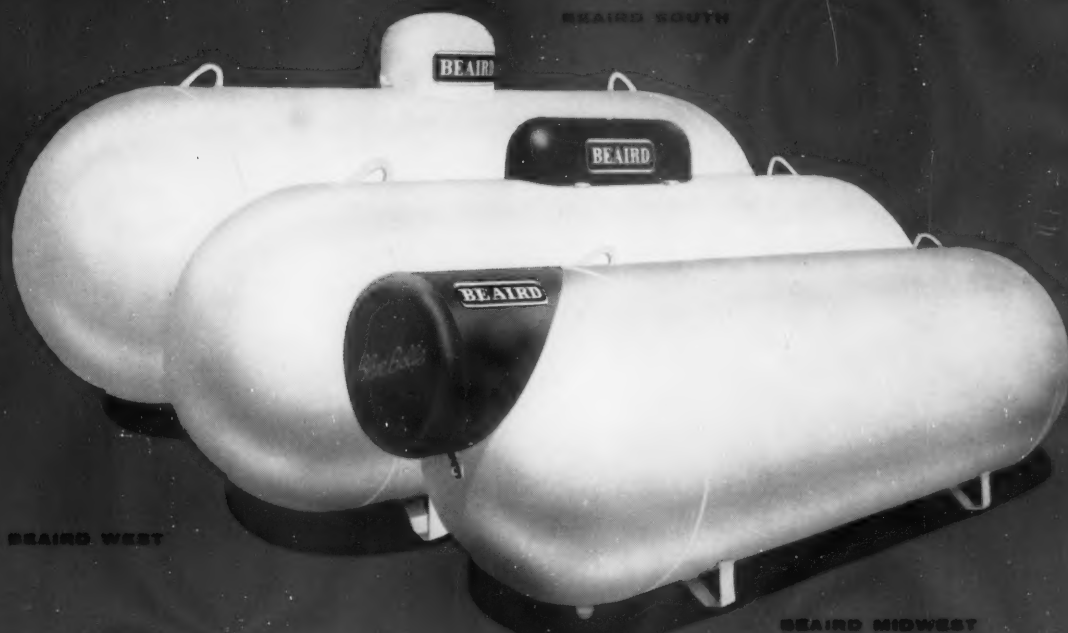
Participants were provided with complete scripts as well as prompter-cards typed in jumbo-type in case they needed to refer to them

A panel of dealers and staff of the Liquefied Petroleum Gas Commission of Louisiana face the TV camera just before taking the L. P. gas story into thousands of Louisiana living rooms. Above are (left to right): Victor E. Lagrange, dealer from Lake Charles and president of the Butane-Propane Institute of Louisiana; Drozan Miller, dealer from Lake Charles; Jim Toth, KPLC-TV announcer; Wharton LeBlanc, chief engineer of General Gas Corp., Baton Rouge; and Keith E. Jones, director of the L. P. gas Commission, Baton Rouge.



WE HELP YOU SELL

The World's Finest LP-Gas Systems



Yes, even the best product has to be SOLD. That's why we offer a really effective merchandising program to back up Beaird LP-Gas systems. As an Authorized Beaird Dealer you can choose from an array of hard-hitting dealer helps and advertising — take advantage of specialized training, hold meetings or get on-the-spot sales help from your local representative. But this is just part of the Beaird merchandising program which includes:

Highest Quality Construction
Moisture-Free — Complete Dehydration
Attractive White Enamel Finish
Profit Plan Financing
National Consumer Advertising
Good Housekeeping Seal of Approval
Stocking Point Program
Complete Range of Sizes

*Are you interested in the extra profits under the Beaird program?
Authorized Beaird Dealerships are open in many areas — write today!*

BEAIRD**THE J. B. BEAIRD COMPANY, INC.**

Shreveport, Louisiana
Clinton, Iowa
Stockton, California

Anhydrous Ammonia

Pressure Bulk Storage



Transports



Filling Station

The World's Largest Manufacturer of LP-Gas Systems

Two Ways to Look at Beaird Storage

1

FROM THE
DEALER'S ANGLE . . .

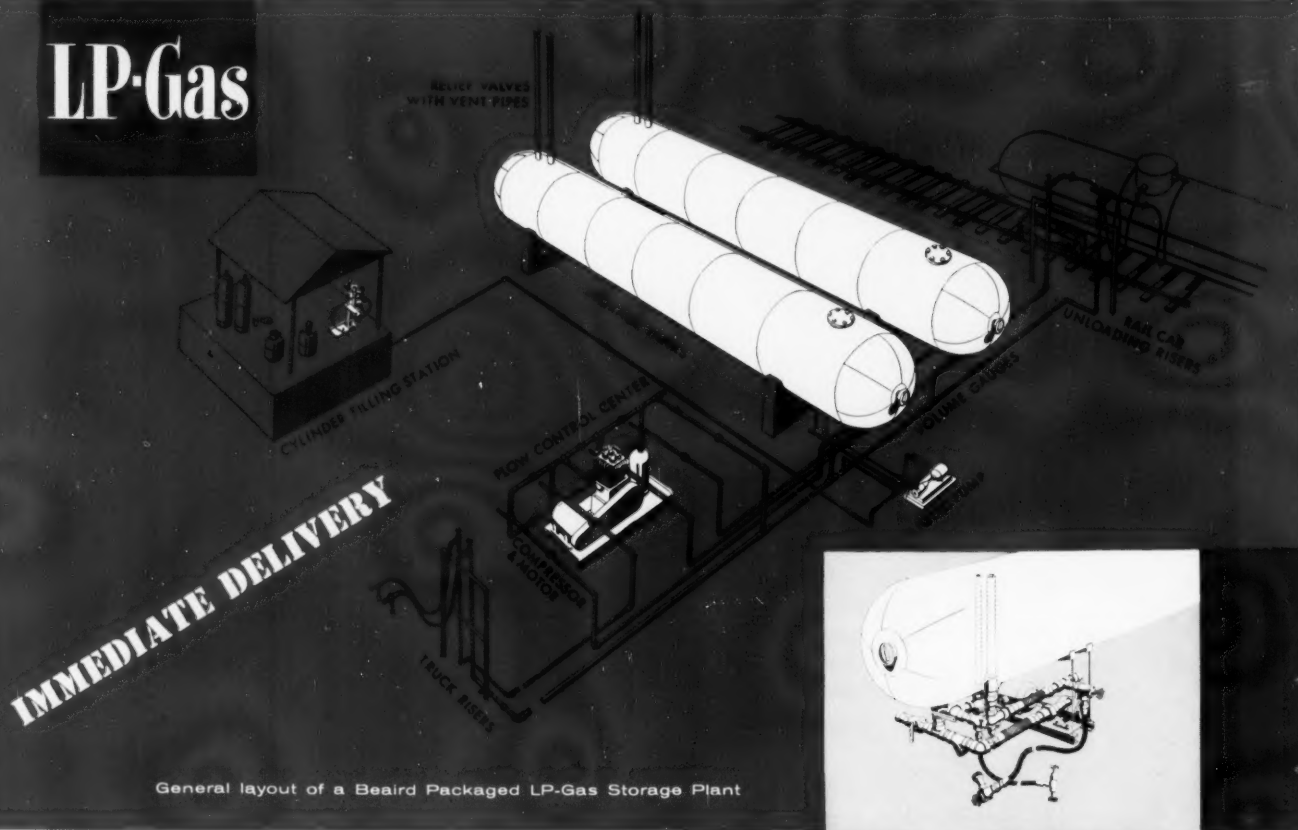
Complete Plant Packaging.
Design Flexibility to fit
every Operation.
Easy Installation.
Fast control center operation.
3 to 5 yr. Financing.
Engineering & Installation
assistance.

2

FROM THE PRODUCER'S
OR MARKETER'S ANGLE . . .

Fabrication to Buyer's Specs.
Dependable supply of Steel plate.
200 Million gals. of Experience
Built to meet or exceed all code
requirements.
Nationwide sales & Engineering
assistance in Market
development.

LP-Gas



General layout of a Beaird Packaged LP-Gas Storage Plant

Write now for all the facts on Beaird Storage Tanks and completely packaged LP-Gas Plants . . . designed to meet your particular needs.

NEW INTEGRAL STORAGE PLANT

A complete Economy Package Plant that will unload from transport into storage, load delivery trucks, fill cylinders and may be adapted to fill motor fuel tanks.

THE J. B. BEAIRD COMPANY, INC.



LP-Gas



Anhydrous Ammonia



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For New LP-Gas Dealers

Another Helpful **WHITE RIVER** *Service*



Here's an exclusive White River Service, especially valuable for new LP-Gas dealers!

Send your driver down to pick up your new White River truck tank unit. We'll thoroughly explain every feature. We'll show him how to operate it for maximum efficiency and economy. We'll give him the actual experience of a check-out run over our own retail gas route. He'll learn first hand, right on the job.

Our own retail gas business helps you in another important way, too! We know from our own experience what you need in design and equipment to cut time and raise profits. We field-test these money-making features first, and then build them into every model of the White River line.

That's why we know these are the world's finest propane truck tanks, yet they're always priced for unmatched economy. Write today for specifications and prices on the complete White River line. There's a model and a price to fit your exact needs.



Model 200
1300 to 2200 WG



Model 100
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THE World's Finest PROPANE TRUCK TANKS, ALWAYS AT *Lowest Prices*



RED HOT

for the L.P. trade



- HEATS THE FLOORS FIRST
- VENTED—YET NEEDS NO VENT
- TAKES NO OXYGEN FROM ROOM
- TAKES UP NO FLOOR SPACE
- COMPLETELY AUTOMATIC
- TWO SIZES—35,000 & 45,000 BTU



RED HOT SALES PACKAGE FREE

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DEMONSTRATION SELLS:
HUNT NOVENT SELLS ITSELF with this display
ONE FREE TO EVERY DEALER

DEVELOPED AND MANUFACTURED BY

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Please send me complete information and prices on the HUNT NOVENT HEATER.

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CITY _____ STATE _____

during the program. Usually, each station had a couple of rehearsals to acquaint the participants with camera techniques and to familiarize everyone with his part. In every instance, the time was donated by the television station as public service time. The only expense involved was a small fee to the announcer and in one case a studio facility charge.

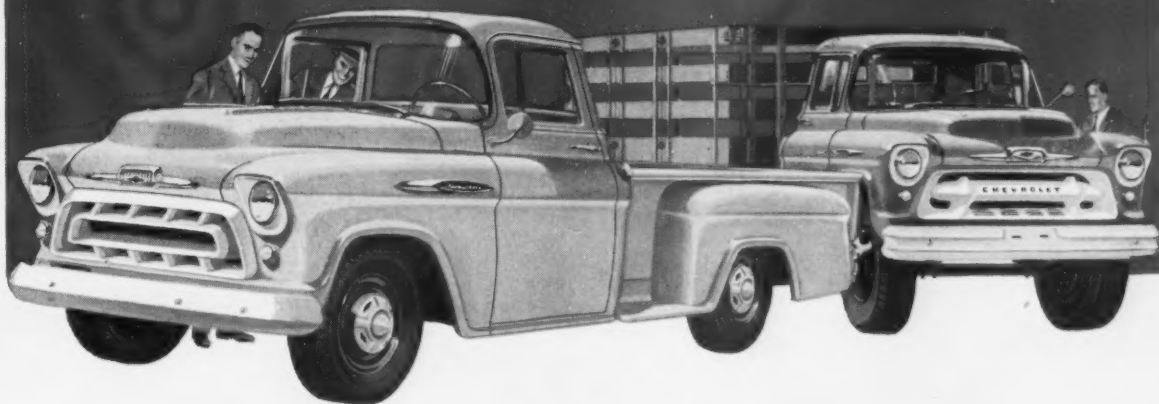
Although the time was free, the institute was very fortunate in securing good time slots. One of the programs was Saturday at 5:45; one on Sunday at 6:00; and another on Wednesday at 5:30. The most recent was in Lake Charles on August 13 and preceded network news coverage of the political conventions.

Content of the script varied only as to locality. Basically, the panel told about the rapid growth of the LPG business in Louisiana, how the dealers through their own efforts had sponsored legislation that resulted in creating the L. P. gas Commission, how the commission was financed in large part by a self-imposed tax on dealers for the protection of their customers, the functions of commission inspectors and reports, the structure of the commission and the many uses of butane-propane. Each program wound up with references to new uses of the fuel and what part it played in the economy of the state, particularly that area.

One major achievement of the program has been to reveal to the public the close cooperation between butane-propane dealers and the L. P. gas Commission. As an example these remarks by Keith E. Jones, director of the Commission in Baton Rouge, were made during each program, "You folks in the rural areas, that are users of butane, are equally as well protected by the Commission code as the people living in incorporated towns and cities who enjoy city protection from fire, plumbing and safety codes. The industry's extremely low accident rate in Louisiana is due in the main to: (1) the excellent service rendered by dealers through their experienced and qualified personnel, and (2) the work of the L. P. gas Commission. Our dealers have a high moral responsibility toward their customers which makes for maximum safety," he concludes.

The station announcer usually

Here Now! NEW CHEVROLET TASK-FORCE 57 TRUCKS!



FIRST with the MOST modern features

They're out to save you hours and dollars on any hauling job . . . and they've got big new power plus the modern features that make it a sure thing! They put you way ahead with time- and work-saving advantages you won't find in any other truck!

Again, in 1957, Chevrolet light- and medium-duty trucks bring you the industry's most advanced features—new developments that have already been proved in a history-making preannouncement test run! (See below.)

For '57 there's bold new styling to match Chevy's remarkable stamina and dependability.

There's fleet-action power in Chevy's outstanding engine line-up for '57—with modern versions of the famous Thriftmaster and Jobmaster 6's, efficient short-stroke Trademaster V8's and sensational new 283-cu.-in. Taskmaster V8's!

Other way-ahead '57 features include advanced Ball-Gear steering, high-output 12-volt electrical system, modern tubeless tires and great optional (extra cost) features such as Hydra-Matic and Powermatic transmissions!

Be sure to check the new cab features, too . . . the handsome new upholstery, the new steering wheel, the new exterior colors. Your Chevy dealer has all the details, so see him soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Alcan Highway Test Run Proves Chevrolet Ruggedness!

In an AAA-certified endurance run, 6 new Task-Force trucks carrying typical cargoes roared up the 1,520-mile Alcan Highway (normally a 72-hour run) in less than 45 hours! In dramatic fashion, new Chevy trucks conquered one of the world's most challenging roads and displayed the great performance qualities they'll bring to the roads *you* travel!



Need long-term financing?

F.A.C. Financing Solves Your Equipment Buying Problem

If installment financing can solve your equipment buying problem, look to First Acceptance Corporation. F.A.C. offers a sound, businesslike solution, permitting immediate purchase of needed equipment.

Ask your own equipment supplier for the details on F.A.C. term financing.



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Equipment financing specialists for the LPG Industry

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Firm

Street

City Zone State

BUTANE-PROPANE
News

became quite enthusiastic about the growth of the LPG business in the state and one even went so far as to endorse conversion of automobiles to LPG.

Plans for six service schools made at Virginia

At the Virginia LPGA, September 17-18, Staunton, Va., plans were announced for six service schools to be held throughout the state.

Announced by Leonard Lemon, Bastian-Blessing Co., the schools were scheduled for October 23 at Staunton; October 24 at Lynchburg; October 26 at Manassas; October 29 at Richmond; October 31 at Suffolk; and November 2 at Kilmarnock with R. A. Saunders in charge.

Herbert H. McMurray, Washington Gas Light Co., in his talk "New Horizons," reported on cooperation within the gas industry by both natural and L. P. gas companies, and brought out some advantages of further cooperation, all of which point to new horizons in the industry.

Carl Sorby, Geo. D. Roper Corp., demonstrated the many advantages of top burner cooking and how to sell it. He pointed out that it's the hottest sales feature the industry has, but that it has to be demonstrated on a live range to really sell it. Mr. Sorby also emphasized that despite the ever-widening field of gas uses, the range is still the industry's bread and butter, and that it really has something to make it sell.

Of a registered attendance of 116, it was found that only four bottled gas dealers at the convention knew the name of their home demonstration agents. That's why young people are putting in electric ranges, pointed out Janet Cameron, State Food and Nutrition Specialist. She also pointed out that there are 100 women's home demonstration agents and 45 assistants in the state, and each agent has 400 women in 10 to 15 clubs under her. Consequently, if they were kept informed of latest gas developments, they could help answer housewives' questions, even though they do not advocate any particular product or fuel.

Lucille Range, LPGA, explained the complete series of material sent out to home demonstration

dependable Rural Fuel Delivery



SAFE-T-TWIN LPG Truck Tank

MASTER-CRAFTED BY
COLUMBIAN
SINCE 1893

Almost every delivery of LPG must go "off the pavement"—and that's where good balance, low gravity center and easy maneuverability count most in a truck tank. Neither rutted roads nor low-hung branches, nor powerlines or close quarters can stay this Columbian SAFE-T-TWIN LPG delivery truck from the swift completion of its appointed rounds!

As trim and handsome as you'd wish, the SAFE-T-TWIN is a travelling billboard advertising your product and services. With a capacity of 1700 water gallons of LPG you can deliver both Propane or Butane in the same load. The piping arrangement is valved for service from either tank. The small diameter tanks (40½" I.D.) provide excellent balance with a lower center of gravity and better load distribution.

Details of the SAFE-T-TWIN construction include ASME 1952 Code 250 lbs. working pressure tanks, with hemispherical heads and countersunk relief

valves. The tanks are manifolded on liquid and vapor and equipped with 2" Viking KK 200 Propane pump with mechanical seal, 1¼" Neptune #433 meter with printing counter. Motor driven dual reel with liquid and vapor hose housed in full width rear cabinet. Enclosed cabinets ahead of wheels and auxiliary truck fuel tank are optional accessories. Complete ICC lighting and wiring is provided.

Write today for complete, illustrated literature.



**INDUSTRIAL
STEEL
BUILDINGS**

Sound, permanent steel buildings, easily, inexpensively erected. Pictured is 30 x 50 ft. cylinder filling house with 10 ft. sidewalls. Also ideal as pump houses, warehouses, offices and show rooms. Write for 16-page catalog "The Magic of Steel" fully describing sizes and uses of Columbian master-crafted steel buildings.

COLUMBIAN STEEL TANK CO.

P. O. BOX 4048-C • KANSAS CITY, MO.



Reg. U.S.
Trade Mark

STEEL, Master-Crafted by Columbian . . . First for Lasting Strength

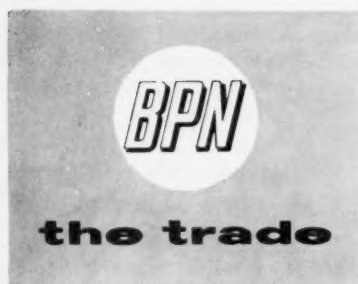
agents, editors, food editors, women's radio program directors, and radio farm directors, by the L. P. Gas Council.

Caskie Norvell in a talk entitled "The Not-So-Secret Weapon" showed those in attendance various ways of developing their public relations program.

A fire demonstration conducted by E. M. Lyons, Leonard Lemon and R. F. Dietch, with the help of the Augusta County fire department, showed how to control propane blazes with a broken liquid line, broken vapor line, fallen well

over a liquid line and fire burning around a cylinder which caused relief valve to pop-off and the gas from it to catch fire. About twenty firemen came to watch the demonstration and have lunch.

R. A. Cassett, Tidewater Gas Co., Virginia Beach, was elected president of the group; C. E. Earhart, Dixie Bottled Gas Co., Staunton, 1st vice president; J. Mott Robertson, Bottled Gas Co. of Lynchburg Inc., Lynchburg, 2nd vice president; J. G. Conrad, Bottled Gas Co. of Lynchburg, Inc., secretary-treasurer.



Coleman appoints Castello sales engineering manager

A. M. Castello has been appointed sales engineering manager of the Coleman Co. Inc., it is announced by C. L. Burrows, sales vice president.

Mr. Castello formerly was technical service manager of the utility operations department, and in this capacity has been active in Coleman's gas air conditioning field research and dealer training programs.

Since joining Coleman in January, 1953, Mr. Castello had also served as manager of the outside contracts division.

Chattanooga Royal promotes Beetler to general manager

Chattanooga Royal Co., Chattanooga, Tenn., announces the appointment of Ralph E. Beetler as general manager of central heating and air conditioning.

Before joining Chattanooga Royal, Mr. Beetler was employed by General Controls for the past year as the company's branch manager, and for three years previous to that as a salesman in the Cincinnati and Chicago areas.



R. E. Beetler
Chattanooga Royal



Walter Bond
Selwyn-Pacific

Bond promoted to sales engineer for Selwyn-Pacific

Walter Bond is appointed to a supervisory position as sales engineer for Selwyn-Pacific Co., with headquarters at the home office in Los Angeles, it is announced by George Postlewait, president.

\$\$\$ EXTRA DOLLARS

PATENTED

SATELLITE

CAPTURE THOSE HIGHWAY \$\$\$\$

With an IMCO L.P.G. Motor Fuel Service Station — Several Models and Designs to Choose From

Write today for additional information on "IMCO" Products

IMCO

INDUSTRIAL MFG. CO. of TEXAS INC.

SWEETWATER, TEXAS • BOX 698 • PHONE 4862

OTHER IMCO PRODUCTS

- System Tanks
- Skid Tanks
- Motor Fuel Tanks
- Tractor Fuel Tanks
- Farm Trailer Tanks
- Transport Tanks
- Bobtail Delivery Tanks
- Anything you need in the L.P.G. line "WE GOT IT"

Quality—Service—Price

... never had a freeze-up!
 ... standby plant worked perfectly!
 ... always have uniform pressure!
 ... heat value is constant!

**Customer praise builds business!
 ... you'll get it with a MITCHELL
 VAPORIZER on every installation.**

MITCHELL Direct-Fired Vaporizers are available in two sizes to meet the need for continuous LP gas service in a variety of commercial and industrial applications. For use with above or below ground LP gas systems, MITCHELL Vaporizers provide a safe, steady, constant-BTU supply of gas uninterrupted by freeze-ups due to temporary over-loads or heavy withdrawals.

Minimum Size Storage Required MITCHELL Vaporizers eliminate the need for oversize storage tanks to meet temporary overload demands ... hence make possible more compact systems. They are designed for use with all heating, drying or stand-by applications requiring from two to several hundred gallons per hour. (For the larger demands, MITCHELL Vaporizers may be manifolded together.)

Automatic Selective Control MITCHELL Patented "Automatic Selective Control" automatically controls the rate of gas vaporized to equal the rate of usage. It permits vaporizer to supply either generated gas, or storage gas ... or both at the same time. Simple, positive safety devices (providing overflow and pilot burner shut-off protection) make MITCHELL units safe and reliable.

Simple Installation Installation of MITCHELL Vaporizers is simple and easy; and once properly installed, they will give years of constant, trouble-free gas service. All MITCHELL units have been tested and listed under Underwriters' Laboratories' requirements.

**Build a reputation for dependability
 with MITCHELL VAPORIZERS**

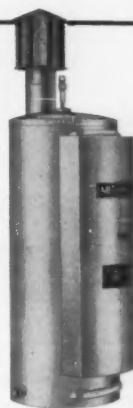
Listed by
 Underwriters'
 Laboratories



JOHN E. MITCHELL COMPANY

3800 COMMERCE STREET • DALLAS, TEXAS

Manufacturers of Fine Machinery for More Than Half a Century



Model 30

Provides up to 30 gallons of gas per hour ... well suited to the small and medium size industrial and commercial applications.

Model 70



Capacity: 70 gallons per hour. This unit is the largest standard MITCHELL Vaporizer. May be used singly or in manifolded combination for large industrial applications

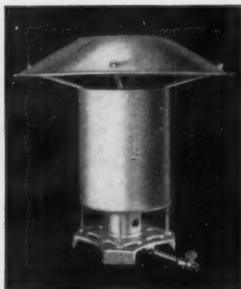
SPECIFICATIONS

Model No.	Ht. (in.)	Dia. or Width (in.)	Depth (in.)	Shpt. Wt. (lbs.)	Rated Input (BTU/hr.)	Wtg. Pres. (psi.)	Pilot Burner (BTU/hr.)	Rated Cap. (gals./hr.)
30	39 1/2	13 1/4	...	123	30,000	250	1100	30.0
70	39	32	10	460	75,000	250	1100	70.0

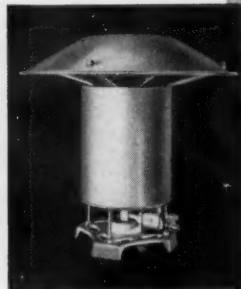
Weldit THERMO-DISC SALAMANDERS



MODEL #1850



MODEL #800



MODEL #900

Weldit, Inc. presents their new improved line of L-P Salamanders. Featuring the famous "Flame Dome" for 360 degree heat and introducing the amazing "Thermo-disc" for extra heat radiation. 100% automatic shut-off on Model #900.

Canadian Distributor: ALLOY METAL SALES
181 Fleet St., E, Toronto 5, Ontario



Weldit
INC.
SINCE 1918

990 OAKMAN BLVD.
DETROIT 38, MICHIGAN

PERMANENT LEAK PREVENTION



WITH
RECTORSEAL
No. 2

• The secret of this lasting leak prevention is in Rectorseal's plastic elasticity. Although thin in the can for fast, easy application, Rectorseal forms a protective plastic coating in the thread grooves that positively keeps leaks out. Because of its elastic nature it is always easy to break-out. Moreover, it is insoluble in L-P, natural and manufactured gas, all petroleum fractions, and anhydrous ammonia... holds pressures up to 11,350 psi.

Why not try it? Order from your favorite supplier today.

RECTORSEAL, DEPT. A
2215 Commerce St., Houston 2, Texas

RECTORSEAL # 2
MAKING THE GAS INDUSTRY SAFER

BRINDLE EQUIPMENT SAVES TIME AND LABOR



Brindle Tank Trailer



Brindle "Foldover" Tool Boxes



Brindle Cylinder Service Body

Write Today For Prices
And Specifications

H & H EQUIPMENT CO.
LAOTTO, INDIANA

Mr. Bond's experience in the liquefied petroleum gas business goes back several years, having served a considerable amount of time in sales engineering for the manufacturing division of Sel-Pac. He will travel the country extensively representing Sel-Pac and will give classes on pressure regulation and L. P. gas control equipment.

William Wallace appoints Falkner district manager

Rex Falkner has assumed the position of Southeastern district manager, and Norman D. Partridge succeeds Mr. Falkner as Midwestern district manager of William Wallace Co., it is an-



N. D. Partridge
Midwestern



Rex Falkner
Southeastern

nounced at the company's Belmont, Calif., headquarters.

Mr. Falkner's territory includes Alabama, Georgia, eastern Tennessee, Florida, North Carolina and South Carolina, with district offices in Atlanta.

The Midwestern territory, now headed by Mr. Partridge, covers Nebraska, Kansas, Iowa, Missouri and southern Illinois, with district offices in Des Moines, Iowa.

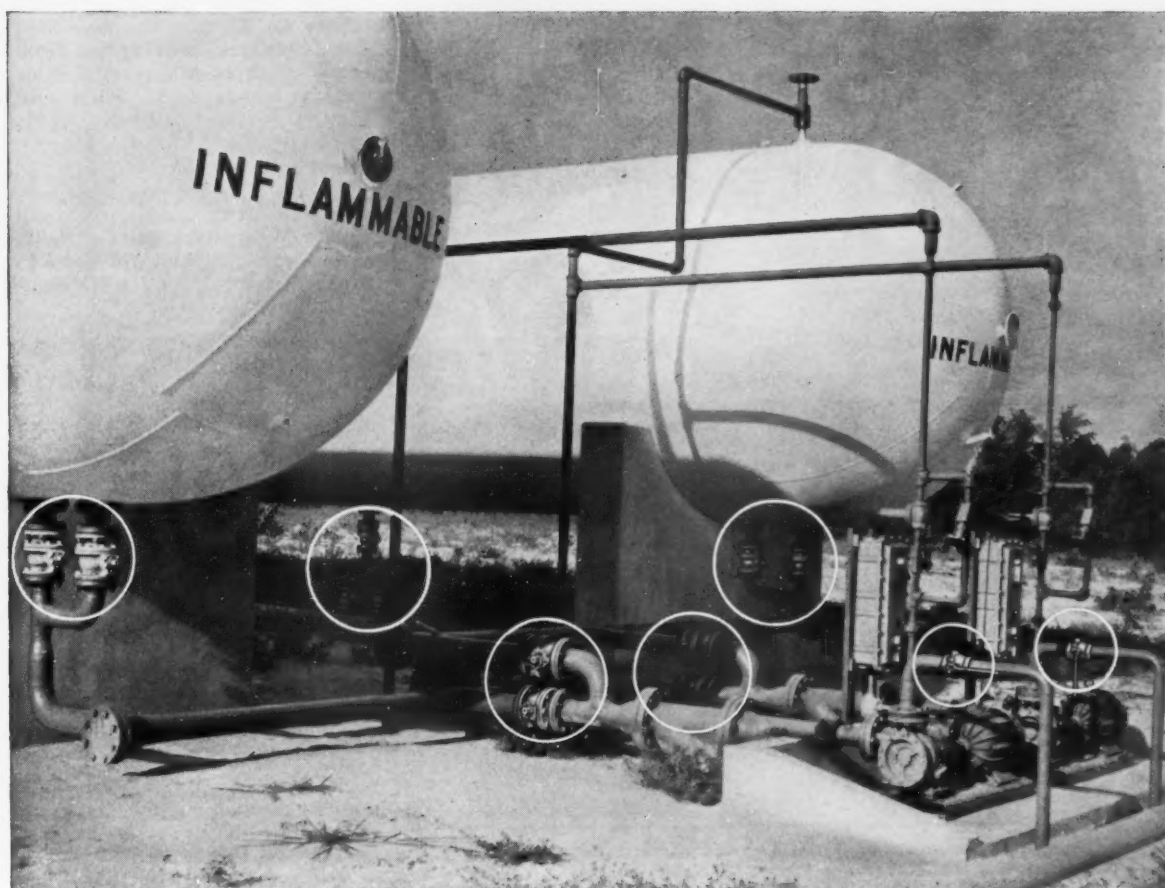
Norge division promotes four to key posts

Harold P. Bull has been appointed vice president of distribution of Norge division, Borg-Warner Corp., Chicago, Judson S. Sayre, president, announced.

Mr. Bull will be in charge of national Norge home appliance marketing, including supervision of product and sales managers.

Many of Mr. Bull's responsibilities were formerly held by R. C. Connell, vice president of sales, who resigned.

Walter C. Fisher, field sales manager, has been promoted to the position of general sales manager, responsible for the administration of national sales programs.



The valve that "plays ball" with LP men

The valves are important wherever there are oil lines.

Here at Hiwan Oil Company, Houston, Texas, there are Rockwood Ball Valves at a dozen points in the lines. Here there's perfect safety, because the Rockwood seal is leakproof . . . speed of transfer, because of Rockwood's full round flow . . . quick operation because a quarter turn does the trick.

Yes, here are the four exclusive features that explain and guarantee

the performance of Rockwood Ball Valves —

Full Round Flow — no change in shape or volume of fluid stream — no turbulence — no minimum loss.

Quick Opening and Closing — only a quarter turn needed.

Longer Wear-Resistance — Chrome-plated bronze ball withstands abrasion, pitting and scratching.

Leakproof Seal — pressure of fluid automatically positions ball against seat to form tight seal.

If you are not now using Rockwood Ball Valves, send coupon today for complete information. Valves come in all pipe sizes. Tested and listed by Underwriters' Laboratories, Inc. Distributors in principal industrial areas.



ROCKWOOD SPRINKLER COMPANY

1206 Harlow Street
Worcester 5, Mass.

Send me illustrated folder V-4 on Rockwood Full-Flow Ball Valves.

Name

Title

Company

City

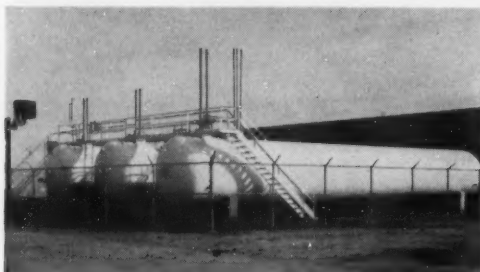
Zone State

ROCKWOOD BALL VALVES



DRAKETOWN
1999

PROPANE PLANT OF THE MONTH



A modernizing and enlarging job by Draketown on an old plant for Chrysler Corporation at Newark, Delaware.

Many other large and small manufacturers and utilities rely on Draketown for absolute dependability of gas supply; automatic or manual operation with savings all down the line. Over thirty-five years of gas engineering experience is built into every Draketown Plant.

DRAKE & TOWNSEND, Inc.

CONSULTING — DESIGN — ENGINEERING — CONSTRUCTION
11 WEST 42nd STREET, NEW YORK 36, N. Y.

Members of: American Gas Ass'n, LP-Gas Ass'n, American Petroleum Institute, National Fire Protection Ass'n, Canadian Gas Ass'n, Agricultural Ammonia Institute.

Dick O. Klein is the new field sales manager, moving up from his position as Midwestern sales division manager. Mr. Klein will direct the Norge field sales organization, with offices in the Chicago headquarters.

E. T. Epperson, previously on the field sales staff, has been named Midwestern sales division manager, responsible for sales to Norge distributors in the Midwestern states.

Dr. Orth made agronomist for Sinclair Chemicals

Sinclair Chemicals Inc. has announced the appointment of Dr. Leo E. Orth as agronomist in its nitrogen products divisions headquarters in Chicago.

The nitrogen division will handle marketing of anhydrous ammonia and nitrogen solutions from the new manufacturing plant located at Hammond, Ind.

The company also announces the appointments of two sales representatives for the same division.

Maurice E. Peterson will handle sales from the new plant at Hammond, for Iowa, Minnesota and various areas in neighboring states. His headquarters will be in Blencoe, Iowa.

Elwyn C. Weiss will have as his territory the states of Indiana, Michigan, and Ohio, with headquarters at Winona Lake, Ind.

Cities Service makes Cowden special purchasing assistant

The appointment of Dave Cowden, Shreveport, as special assistant to C. M. Taylor, Cities Service Oil Co.'s purchasing agent, is announced by T. P. Steeper, company vice president.

Mr. Cowden has been purchasing agent for Arkansas Louisiana Gas Co. He returns to Cities Service after having served in various subsidiaries for 32 years.

Field is sales manager for Magic Chef equipment

George W. Field Jr. had been appointed sales manager of Magic Chef commercial cooking equipment according to an announcement by John W. Holzman, vice president, sales, for the company.

Mr. Field, well known in the commercial equipment and appliance fields, comes to Magic Chef from Malleable Steel Range Co.,

the **Broyhill**
HANDI-HEATER

a bottle gas stock tank heater

FITS ANY TANK LIGHTS QUICKLY AND SIMPLY.

- Fits any tank and lights quickly and simply
- Safe. A.G.A. approved automatic shut-off and temperature controls
- Easily installed on any wood, metal or concrete tank
- Dependable—operates efficiently in sub-arctic weather

A blast furnace of heat striking 4 sides of the heat chamber

OTHER QUALITY

Broyhill FARM EQUIPMENT

- Spraying Equipment
- Trailers and Self Propelled Hi Clearance Wagon Hoists
- Liquid Fertilizer Applicators
- Aluminum, Rubber lined and Steel Tanks
- Liquid Fertilizer Injectors

the **Broyhill COMPANY** DAKOTA CITY, NEBRASKA

SELL the NEW

HABCO "400"

Recirculating **GRAIN DRYER** with Positive Feed Rolls

- LP GAS BURNER
- PTO DRIVE
- THERMOSTATIC CONTROLS

Only Habco offers complete recirculation through positive feed rolls for uniform drying; grain continually moves through drying column. Only Habco offers 100% thermostatic control for complete safety—20% faster drying.

5 OTHER DRYER MODELS

Portable, stationary to dry all crops, including hay. Direct, semi-indirect, indirect heat, equipped for LP Gas. Also batch, recirculating, continuous single pass drying bins.

Write for Complete Information

HABCO MFG. CO.
Dept. BN-1, Columbus, Nebraska

Your

BIGGEST

Load

Is

PAYLOAD

With *Economy* Blimp Transports



Produced from More Than TWO MILLION TONS of EXPERIENCE

... and that's your guarantee of finest quality, dependability, easier handling, better roadability and greater highway safety when you haul LP-Gas or NH₃ with Economy Blimp Transports. Economy engineers have combined highest tensile steel with years-ahead design to make your BIGGEST load a PAYLOAD — inside the tank — every trip! The 8000 WG Economy Neck-Down Blimp (above) is fabricated from 105,000 tensile steel ... designed to increase your payload potential as much as 500 gallons more over other blimp transports.

GET THE
COMPLETE
Economy Story
OF
EXPERIENCE



EVERYTHING YOU NEED
FOR PROFITABLE OPERATION

... is contained in this new, 24-page story of the Economy pressure vessel line, from the smallest domestic system to the largest transports and storage installations in the world. You'll find equipment for every phase of the LP-Gas and NH₃ industries. Write, wire or phone Dept. J-W, address below.

DALLAS TANK COMPANY, Inc.

P. O. Box 5387

203 West Commerce St.

Dallas, Texas

Phone Rlverside 1-5001

Plants in Dallas, Texas, and Vicksburg, Mississippi

CATERPILLAR TRACTOR

KEEPS

PRODUCTION
GOING

WITH

Paracoil
LP GAS
VAPORIZERS



In the York, Pennsylvania, Plant of the Caterpillar Tractor Company, LP Gas Standby Systems are now used all winter long to insure continuous plant operation regardless of the availability of natural gas.

Paracoil LP Gas Vaporizers maintain constant gas pressure regardless of radical changes in winter temperatures.



The trend in industry is to LP Gas. Davis Engineering Corporation specializes in vaporizers custom designed to fit specific plant needs. Write for our Bulletin No. 130.

Two of these size N-245 Paracoil LG Gas Vaporizers provide 500 Gal./hr capacity each for the Caterpillar Tractor Company.

*Davis Makes it!
BETTER*

DAVIS ENGINEERING

CORPORATION

30 Rockefeller Plaza, New York 20, N. Y.
Circle 6-5650

1064 East Grand Street, Elizabeth 4, N. J.
Elizabeth 2-6780

South Bend, Ind., where he was sales manager from 1954 until the present time. Prior to 1954, Mr. Field was sales manager for the clothes dryer division of Bendix Home Appliance Co., and from 1940 to 1949 was division sales manager for the lighting division of Sylvania Electric Products.

Mr. Field, who replaces Tracy B. Madole, will make his headquarters at Magic Chef's commercial division plant in Cleveland.

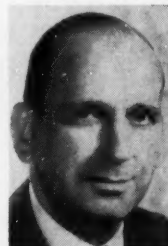
Wilson appointed Roper gas range advertising manager

Sam K. Wilson has been appointed advertising manager of the gas range division of Geo. D. Roper Corp., Rockford, Ill.

He will be responsible for the supervision of all advertising of the appliance division, including trade and consumer space, literature, radio, television, outdoor, point-of-sale and convention exhibits.



S. K. Wilson
Geo. D. Roper



C. F. Dexheimer
Shell Oil

Shell names Dexheimer manager of fuel oil-LPG department

C. F. Dexheimer has been named manager of Shell Oil Co.'s fuel oil and liquefied petroleum gas department in St. Louis, it is announced. He will replace L. B. Sullivan, who will retire at the end of the year.

Mr. Dexheimer has been in the liquefied petroleum gas business for more than 25 years. Since 1946, he has been Shell's head office representative in the L. P. gas division.

Mr. Dexheimer has served on many LPG association committees, and is secretary of "Ancient Gassers."

Lowe promoted to sales promotion mgr. for Coleman

Robert H. Lowe has been appointed advertising and sales promotion manager of the Coleman Co. Inc., it is announced by Carl L. Burrows, sales vice president.

He succeeds Julian F. Warren who has resigned to establish his own wholesale distributing company in Houston.

Mr. Lowe joined Coleman in January, 1955, as promotion manager of the utilities operation department.

He has specialized in the merchandising of home appliances and was formerly director of the gas appliance promotion division of Ketchum, McLeod and Grove, Pittsburgh. He was also sales manager for the Pittsburgh Group Companies of the Columbia Gas System.

Obituary

L. Bruce Grannis

News has been received of the death of L. Bruce Grannis, executive vice president of the General Water Heater division of the Siegler Corp.

Mr. Grannis had been a resident of California for the past six years.

Eugene S. Sedlachek

Eugene S. Sedlachek, sales manager, pressure vessel division, Scaife Co., died in Pittsburgh, September 4, after a short illness.

Mr. Sedlachek was employed by Scaife Co. since 1924. During his 32 years of employment, he served as assistant to the manager of the water purification and filter division until 1930, when he was made manager of that division. In 1939, he was named sales manager of the entire pressure vessel division of the company.

Ernest M. Berry and George P. Stark

Ernest M. Berry and George P. Stark, both well-known figures in the LPG industry, died recently.

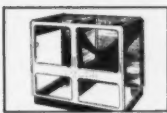
Mr. Berry was president of Suburban Natural Gas Co., Lebanon, N. H. He helped to form the LPGA of the Northeast, served as a director of it, also as a director of LPGA Inc., for many years.

Mr. Stark, who retired about four years ago from active business to his farm in Brandon, Vt., was formerly Northeast district manager for Pyrofax Gas Corp. His efforts in this position contributed greatly to his company's growth in New England and to the growth of the L. P. gas industry.

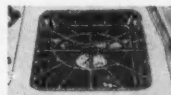
Enterprise presents

The "Star" of the Fall Range Season

The Perfect "36" inch range!



CHASSIS—Rigid one piece welded steel construction, porcelain rust-free finish.



GRIDDLE OFF—provides a giant size fifth burner that expedites cooking.

Now at last—a perfect 36" range that encompasses all of the features usually found only in larger custom-built ranges.

Features by Popular Demand

Top Griddle & Chrome Cover—Extra Top Grate permits use as Giant Size Fifth Burner. Copertone Panel Backguard with Chromium Lamp. Concealed Oven Vent. Roll Out Broiler with Deep Pan and Heavy Grid. Fully Automatic Clock-Controlled Oven and Appliance Outlet.

Pure White Panels finished in Titanium Acid-Resistant Porcelain Enamel. Full Porcelain Finished throughout, including Bases, Burner-Box Bottoms, Main Walls and Oven Racks.

Contoured Oven and Compartment Door. Large Utensil Storage Compartment. Large Utensil Drawer on Roller Ball Bearings.

Heavy Fiberglas Insulation. Thermostatically Controlled Oven. Flush-to-Wall Installation.

Phillips & Buttorff Manufacturing Co., Nashville, Tenn.



CHEERFULATORS
Combines the best in radiant and warm air heating. Proven low operating cost with Cheerfulators.

Write for Your Catalog

ADAMS BROS. MFG. CO., INC.
Established 1898
1500 NORTH AVE., W. PITTSBURGH 33, PA.

Hose information

A 20-page catalog published by Clifford B. Hannay & Son Inc., highlights the design and manufacture of hose reels for every use.

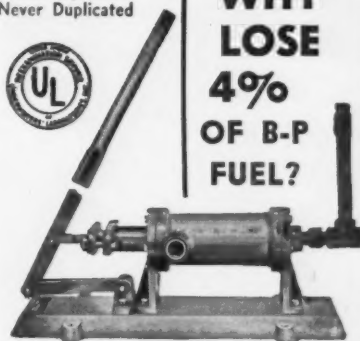
Prepared as an aid in selecting the hose reels which will meet the specific requirements of any user, this fully illustrated catalog also describes the features of the wide variety of standard Hannay hose reels, as well as emphasizing facilities available for custom manufacturing to military and civilian specifications.

In addition to this general catalog, Hannay has made available individual catalogs which give detailed information on hose reels used as part of fire fighting equipment, fuel delivery equipment, industrial applications, L. P. gas delivery equipment and aviation refueling equipment.

Clifford B. Hannay & Son Inc.



KRUG PUMPS—
Often Copied—
Never Duplicated



**WHY
LOSE
4%
OF B-P
FUEL?**

If You Like Money—
You'll Like

KRUG HAND PUMPS

Venting tanks while filling not only costs money but is also dangerous. A Krug Pump is the proven and practical method of transferring B-P Gas for tractor, bottle and tank filling. **PROFIT TWO WAYS**—your customers need Krug Pumps for their own protection. You can use Krug Pumps in your own operation. Ask your supply house about Krug Hand Pumps and Krug Vapor Power Pumps, or write for complete information to:

"World's Largest Producers of B-P Hand Pumps"

D. H. KRUG COMPANY
Box BP 116, MADISON, SOUTH DAKOTA

Turn On the
HEAT WAVE
with
Martin Gas Heaters

**Sell Greater Warmth
and Greater Satisfaction
with the Complete Martin Line**

Vented Space Heaters
8 models—15,000 BTU to 85,000 BTU
Vented Floor Furnaces
3 models—35,000 BTU to 70,000 BTU
Vented Wall Heaters
5 models—25,000 BTU to 60,000 BTU
Unvented Space Heaters
23 models—10,000 BTU to 50,000 BTU

Every Martin Gas Heater is AGA approved for natural, liquefied and manufactured gases.

V-300

*Wall heaters approved under 1956 AGA requirements
Write your jobber or direct for complete catalog.

Manufactured by
MARTIN STAMPING & STOVE CO.
Huntsville, Ala. Over 50 years heater experience






**IT'S EASY TO
SELL PLUMBERS LP-GAS TORCHES FOR
BURNING OUT JOINTS!**

Here's another job that LP-Gas does better, easier, faster! Plumbers welcome information on equipment that makes this possible. Mutual has the answer in a new brochure "Are You Plumbing the Modern Way . . . With LP-Gas?" Send for one.

Mutual

LIQUID GAS EQUIPMENT CO., INC.
17129 South Broadway, Gardena, Calif.

**NOW... an economical,
safe way to lock
your LP-Gas systems
on loan or lease . . .**

Enables the LPG dealer to make a workable "Service Contract" on systems owned by the consumer. Decorative, duplicate contract forms furnished on request with each lock cap.



Hinged lock cap cover is made of die cast aluminum. Cover encloses Acme thread and cap on filler valve. It is designed for use with a padlock. Permits filler valve to be locked without interfering with operation of other valves.

ANCHOR MANUFACTURING CO.
P.O. BOX 1001, CORSICANA, TEXAS
U. C. RONEY

POWER NEWS

N. Y. air pollution board urging use of LPG in buses

The chief of New York City's air pollution control program is urging the city experiment with use of propane gas to run its buses as a means of eliminating noxious fumes.

Dr. Leonard Greenburg, city commissioner for pollution control, is attempting to get fire department approval for use of propane in buses, and wants the transit authority to experiment with it in city buses on Staten Island. Dr. Greenburg is now preparing a "well-documented" memorandum to support his contention that it is safe, less expensive, and would reduce pollution and will put his case before the fire department around the first of next year.

About two years ago, according to Dr. Greenburg, the transit authority rejected a similar proposal after the fire department ruled the gas was explosive. He adds that he will now show that propane gas is "less hazardous" than ordinary fuels in current use. He points out that Chicago has about 1000 buses operating on propane, and recently purchased a five-and-a-half-year supply of the gas.

Conversions to L. P. gas

L. P. gas and natural gas conversions of Jeep L-Head and F-Head industrial engines are being offered as optional equipment by Willys Motors, Inc., Toledo, Ohio.

Both conversions feature high octane performance at low cost.

Memphis grocer buys 25 L. P. gas-powered trucks

Twenty-five International factory-installed trucks have been placed in operation by a Memphis, Tenn., wholesale grocery firm.

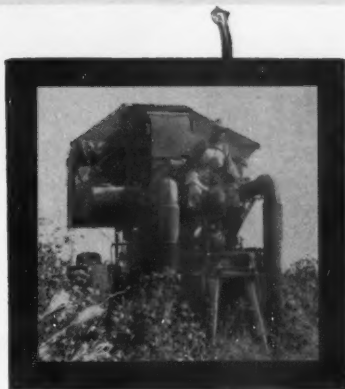
Liberty Cash Grocers Inc. reported that economy of operation was the prime reason for selection of the LPG units. The fleet, which includes both van body and tractor-type trucks, will serve 87 super markets.

POWER

**Agriculture
for Automotive
and Industry**

POWER SECTION

CARBURETION • INSTALLATION • SERVICING



Lydia Pinkham would have been a great carburetor promoter, according to Editor Carl Abell.

In selling, facts and figures are no better than claims until they are accepted and believed. As with the case of this California cotton farmer, facts often make a prospect willing to be convinced. But it was the experience of a neighboring farmer that led to the sale.

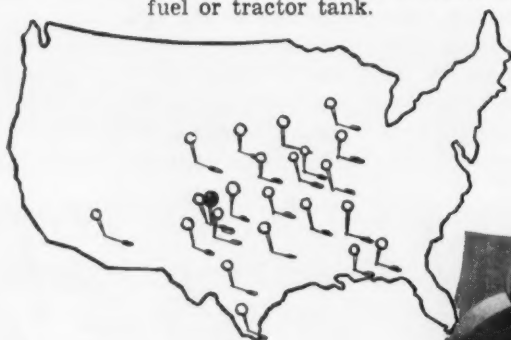
The testimonial is the written record of experience. It is "word-of-mouth advertising" multiplied and directed. Lydia Pinkham gained fame and fortune through its use. She gave advertising a new dimension of effectiveness which is made to order for promoting tractor conversions.

*Lydia Pinkham had
the magic formula*



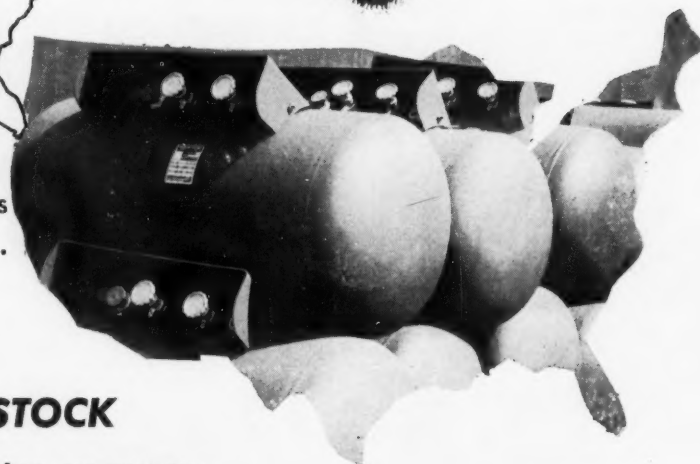
A Perfect Fit...

Without alteration, a Western Tank fits perfectly everytime. No wonder, Western is the nation's leading supplier of LP-Gas tanks to tractor manufacturers. The extremely close tolerances demanded by tractor manufacturers are standard specifications for all Western Tanks. For your protection and your customer's satisfaction, always be sure of superior quality by specifying a Western motor fuel or tractor tank.



You're no more than a few days away . . . Anywhere in the USA . . . when you order a **WESTERN**

**A Complete line of
PERFECT FIT Tanks is IN STOCK
at a Western Distributor near you...**



Box 1338
Lubbock, Texas
Phone PO 5-9474

Dallas Transfer &
Terminal Warehouse

Santa Fe Bldg.
Unit No. 2, Ph. RA-7111
Dallas, Texas



Arkansas Foundry Co.
Little Rock, Ark.
The Binkley Company
Oklahoma City, Okla.
Brungart & Jennings
Birmingham, Ala.
Gene Bumpus, Inc.
Plainview, Texas
Chickasha Gin &
Mill Supply
Chickasha, Okla.
General Tank &
Equipment Co.
San Antonio, Texas

Illinois Auto Electric Co.
Chicago, Ill.
Nebraska Propane Gas,
Kearney, Nebraska
Sleeper Equip. Co.
St. Louis, Mo.
The Moore Company
Sikeston, Mo.
Southwest Gas Equip.
Liberal, Kansas
Superior Supply Co.
Kansas City, Mo.
Tide LPG, Inc.
Edinburg, Texas

Tractor conversion advertising

with the Lydia Pinkham touch

By CARL ABELL • Editor

LYDIA PINKHAM had a useful formula and a golden touch. She parlayed them into a fortune by a simple method that has become one of the classics of advertising. She had people who benefited from her product tell others what it had done for them.

Lydia's "use the user" plan is still the most effective way to advertise products or services that offer benefits to the users. Her plan, adapted to modern facilities for advertising, gives more results per dollar than any other type of advertising that we have seen. For the promotion of tractor conversions it is strictly made to order.

Tractor conversions can be sold without advertising, but why do the job the hard way? Properly planned and used, advertising can shorten the time between sales. It can save time for the salesman so he can spend a higher percentage of his available hours with pre-conditioned prospects who are ready to close. It can separate the suspects from the prospects. It can give the prospects the information that they must have as a foundation for the desire to buy. It can bring them to the salesman or bring the salesman to them. It can do these chores at a fraction of the cost of personal contacts.

Emphasis was placed on "advertising that is properly planned and used." How should this be done? To get the answer, let's review the steps necessary to make a sale, and

Lydia Pinkham pioneered the use of testimonials in advertising and made a fortune from it. In using testimonials, the advertiser actually makes use of word-of-mouth advertising but makes sure that the word gets around to as many prospects as possible and as fast as possible. Here is how to use it in selling tractor conversions.

Advertising copy should be convincing and testimonials can make them so

Statement

Analysis

1 "We positively guarantee that our conversions will reduce your operating costs, or your money back."

You mean it, but the prospect sees statements like this every day and the dealer is biased. Not convincing.

2 "Thousands of users all over the Midwest are saving as high as \$300 per tractor per season by converting their tractors to L. P. gas."

Completely true, but also not convincing. Generalized and sounds like propaganda. Prospect can not check authenticity.

3 "Hans Nelson, who farms 320 acres on the Old River Road three miles from our store says, 'My LPG tractor paid off the cost of conversion from lower fuel costs before the summer was over. It has enough more power to pull four plows in third gear where I had to drop to second on gasoline.'"

This can be verified. This farmer has no axe to grind so is unbiased. He is not interested in selling conversions, only in reporting his own actual experience. This is the statement that sells.



Don't wait for the farmer to send a testimonial to you. Go out to see him in person, ask him exactly what you want to know for the advertisement, and make notes. Then write it up in the same language the farmer used in relating his LPG experiences.

see where advertising can carry all or part of the load. To make a sale you must:

- 1—Find someone who needs your product or service, and can profit from its use.
- 2—Arouse his interest so he wants to know the facts.
- 3—Give him your facts, and convince him that they are the facts.
- 4—Show him the benefits that he will derive from buying your product or service.
- 5—Get him to take whatever action is necessary to complete the purchase.

In selling tractor conversions, advertising can carry all or part of the burden of accomplishing the first four steps. But in nearly all cases the salesman must perform all of the fifth step.

The advertising should be planned as a working part of a complete sales program. Its purpose is to locate, interest, inform and motivate people who need tractor conversions, and then bring them in touch with the salesman.

Writing the message

In building this program the problems of message, or "copy," need to be considered in relation to the available means of getting your

message to the prospects. These means range from the mass circulation media, through which you tell everybody, to the "direct shot" media through which you tell only the people that you believe will be interested. With the mass circulation media, such as newspapers, radio, TV, billboards and signs, a varying but always high percentage will have no interest in tractor conversions. If these are used, the logical copy aim is to locate and draw inquiries or personal calls from those in the group who are actually prospects. The copy for these media will generally be short on account of limitations of space, time or cost. There are exceptions to this which will be discussed later in the article.

The "direct shot" or selective

Hobarts Buy Deep Freeze With Tractor Fuel Saving

Mr. and Mrs. Roy Hobart are enjoying a new deep freeze unit. It was paid for by Roy's saving in fuel cost after he had his M-M tractor converted to L. P. gas by Acme L. P. Carburetor Co. (Advt.)

Ads of the "reader" type have been successful for dealers using small town newspapers.

media will be confined principally to booklets and circulars designed for direct delivery to a selected group high in prospects. These will be delivered by mail, at farm meetings, directly to known prospects, or to the farmer's home by the driver of the LPG truck. Because of the low percentage of waste circulation, these printed pieces may and should be designed to interest the prospect, present the facts, show him the benefits that he will derive from the conversion of his tractors, and if possible induce him to get in touch with the salesman.

Assuming that you are prepared to handle the conversion business that develops, either in your own shop or through arrangements with local tractor agencies or independent shops, you are ready to work out your advertising program. The logical first step is either a circular or a booklet, which can be distributed to your own farm customers and to people that you are sure should be interested.

The copy that you prepare for this publication needs to have one characteristic that a great deal of advertising lacks—it should be convincing. It will not be fully effective unless the reader believes what you say. How do we get that done? Put yourself in the position of your prospective customer—sure of what he is now doing—and doubtful of any claimed improvements—and look at the following three copy samples as he does.

Statement No. 1. "We positively guarantee that our conversions will reduce your operating costs, or your money back." That's a strong statement, and you mean it. But the prospect is not impressed. He sees such statements every day, and there is no mistaking that the advertiser has an axe to grind.

Statement No. 2. "Thousands of users all over the Midwest are saving as high as \$300 per tractor per season by converting their tractors to L. P. gas." This is completely factual, but it is also not convincing. It has the weakness inherent in all generalized statements. It is also written in the unmistakable language of propaganda, and there is no way in which the reader can check up on its accuracy.

Statement No. 3. "Hans Nelson,

ENSIGN WORKMANSHIP BUILDS STRONG USER PREFERENCE



**YOUR CLOSEST
INSPECTION INVITED**

Bronze alloy castings precision machined assure dependable carburetion



Everybody appreciates quality. In LP-Gas carburetion it's especially important. Ensign vaporizers built of bronze alloy castings cost more to produce but are practically corrosive resistant and outlast others by many years.

After machining, Ensign bronze castings "HOLD THEIR SHAPE" against distortion of mounting screws etc. thereby eliminating gasket and water leaks. There is no question about it—it costs more to produce an Ensign Vaporizer, Carburetor or Filter of bronze alloy, yet the selling price is frequently less because we produce thousands at a time for distribution all over the world.

Examine an Ensign product — compare it in any way. It looks like quality — it is quality! Insist on Ensign — accept nothing less!

ENSIGN **CARBURETOR COMPANY**

1551 EAST ORANGETHORPE AVENUE • FULLERTON, CALIFORNIA
BRANCH FACTORY, 2330 WEST 58th STREET, CHICAGO 36, ILLINOIS



BENEFITS OF LP-GAS

Customer _____ Date _____

Address _____

Tractors or engines considered _____

Annual gasoline consumption, gals. _____ Cost _____

Annual LP-Gas consumption, gals. _____ Cost _____

Saving per year in fuel cost _____

Engine overhaul period, gasoline, _____ Cost _____

Engine overhaul period, LP-Gas, _____ Cost _____

Saving per year in repair cost _____

Oil consumption per year, gasoline, _____ Cost _____

Oil consumption per year, LP-Gas, _____ Cost _____

Saving per year in oil cost _____

Total annual saving from using LP-Gas _____

ESTIMATED COST OF CONVERSION

Engine model	Carburetor	Regulator	Labor and parts	Total each	Extension
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Total cost of conversion _____

Time required for pay-off from savings _____

Bilaks Implement Co.
by _____

A form which will show the prospect how much he himself can benefit from converting to LPG will go a long way to clinching a conversion sale.

who farms 320 acres on the Old River Road three miles from our store, says, 'My LPG tractor paid off the cost of conversion from lower fuel costs before the first summer was over. It has enough more power to pull four plows in third gear where I had to drop to second on gasoline.' That's something that can be verified. Hans Nelson is a local farmer. He can be visited at his home, talked to over the telephone, or met at the grocery store. And he has no axe to grind. He is not selling conversions. He is merely reporting his experience with his own converted tractor. This is the magic touch that made Lydia Pinkham's advertising click.

Something else shows up in that third example. It is the natural answer to every farmer's dream—more power with no more cost.

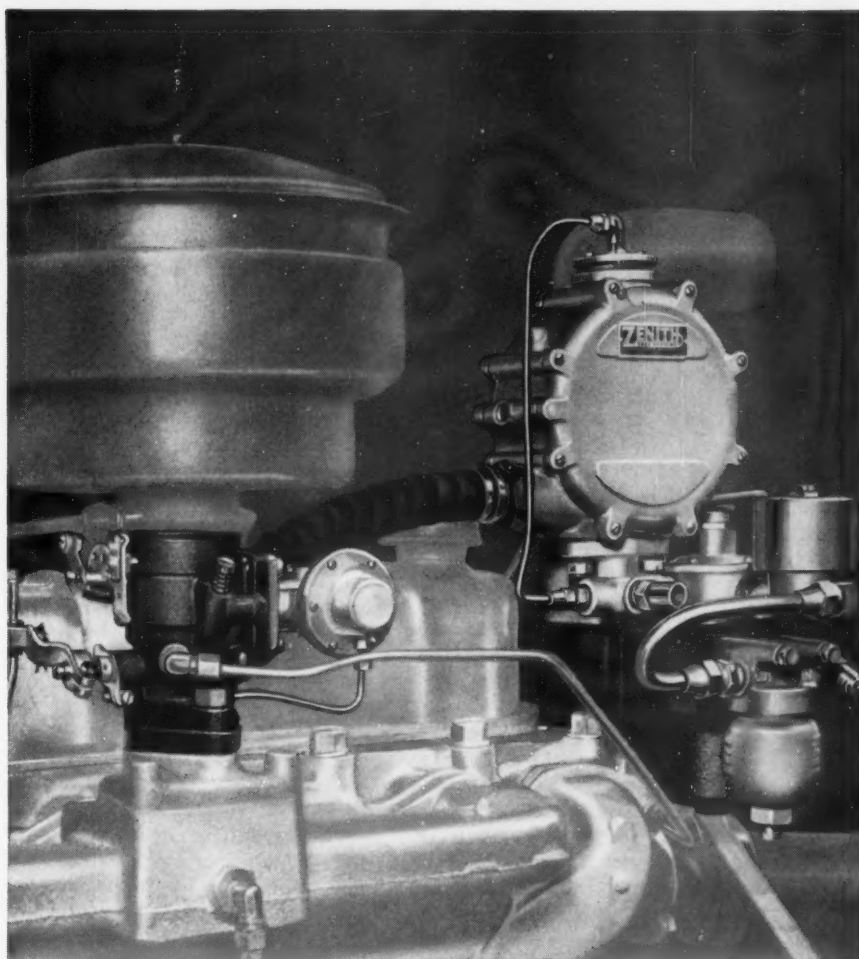


A good picture of the farmer whose statements are used should illustrate the testimonial advertisement. It is best to show the farmer actually using his converted tractor.

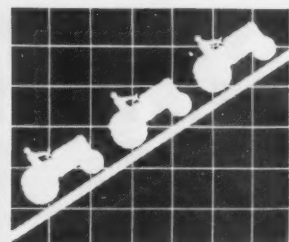
That extra power overshadows the saving in the farmer's mind, in spite of the fact that the conversion has already paid for itself, and goes right on saving at a proportional rate. He has the power now, and it is a bargain because he got it for nothing. We mentioned in a previous article something that is worth repeating here. Every farmer is a "hot rod" at heart. That's why the public goes for 350 hp automobiles. The saving justifies the expense of conversion, and he can quote that to his wife or anyone else who may be critical, but his private reason for wanting the change is that bit of extra "oomph." Your program in the shop should include the steps necessary to get that extra power—high compression, cold manifolds, and whatever else it takes. (See *Butane-Propane Power Manual*, available from this company at \$3.50 per copy.)

Getting testimonials

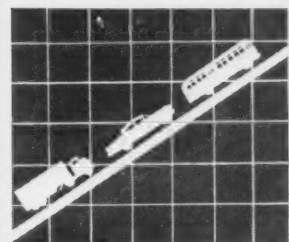
Now, how do you get these testimonials? The procedure is simple. You want the owner's statement and a photograph of his tractor, preferably with him on it, doing its work in the field. The farmer will almost always promise to give you both—later. And he will seldom deliver. And even if he did, they would have little value. The better



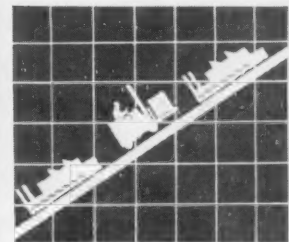
**GIANT MARKETS
GROWING LARGER
EVERY DAY**



FARM TRACTORS & EQUIPMENT



TRUCKS, TAXIS, BUSES & CARS



WIDESPREAD INDUSTRIAL USE

SELL THE LARGEST L. P. GAS MARKET WITH ZENITH, THE WORLD'S FINEST L. P. GAS SYSTEM

Any way you look at it, L. P. gas carburetion can be one of your biggest sources of income.

First of all, there's a profit for you every time you sell a Zenith L. P. Gas Carburetion unit—and the sales potential here actually runs into millions of units.

Second—farm tractors, trucks, taxis, and industrial users are big-volume, year-round users of L. P. gas. Every Zenith installation means a real boost in fuel sales.

Last, but far from least, Zenith has a nation-wide organization of factory-trained distributors who are ready and willing to work with you if installation or service of Zenith L. P. Gas Carburetion systems present any problem.

Here, indeed, is an opportunity for alert L. P. gas dealers and distributors to go after the biggest sales potential in the

field with a line of L. P. gas systems second to none—backed by a nation-wide service organization equipped to help you with every type of technical or mechanical problem from original installation to complete service follow-up.

If you are interested in big-volume business, write our L. P. carburetion sales department today for complete detailed information.



*has more experience in more fields
with more engine types than any other carburetor
manufacturer.*

Zenith Carburetor Division

696 Hart Avenue, Detroit 14, Michigan



NEW PISTON
LIGHTER THAN ALUMINUM
OUTWEARS CAST IRON

VANASIL PISTONS

FOR LPG, BUTANE OR
GAS HI-COMPRESSION
CONVERSIONS



Now you can sell John Deere "A," "G" and "60" model* tractor owners a light-weight piston with cast-iron properties. It's VANASIL—tested on over 120,000 miles of operation without even one ten-thousandths of an inch of wear! Micro-expansion VANASIL pistons employ a solid skirt design and can be fitted to a cylinder with cast iron clearances.

What is VANASIL?

VANASIL is a newly patented silicon aluminum alloy. Silicon content runs as high as 30%. Silicon on the surface produces wear-resistant quality—VANASIL will outwear several sets of either alloy or cast iron pistons. VANASIL means: easier starts . . . lower fuel costs . . . less vibration . . . smoother running . . . quicker load pickup . . . and durability.

Send your Letter or Postcard Today! Get full information, including prices, on Johnson VANASIL Pistons for John Deere "A," "G" and "60" model tractors—as well as other Johnson equipment for conversion to LPG, Butane or Hi-compression gas operation.

*Aluminum pistons available for other models.

JOHNSON MACHINE SHOP

Dept. B-10 914 E. Howard Street
Pontiac, Illinois

and quicker way is for you to write the letter and take the picture yourself.

The owner will always tell you in conversation what he thinks are the good points of his converted machine. He will also answer your questions on specific points. He is particularly eager to tell you about the things that the tractor will do now that it would not do when it operated on gasoline. He will make his own comparisons—talk in his own language. This is what you want to capture on paper. He can not write it as he says it—few of us can. You should write out then and there the statements that he makes which you want to preserve, and write them the way he says them. Never mind the King's English. He doesn't use it. He talks his way, and his friends will recognize his language. A stranger reading his statements, will unconsciously realize that a genuine individual is being quoted.

When you get the statements that you want in your note book, take them back to your office and carefully work them into a letter giving this customer's experience. Do not overdo it, and above all avoid flowery language. Make it as brief as possible and still cover the essentials, including the statements that you wrote in your notebook, and the make and model of the tractor. Specific details, even if brief, are better than generalized statements that cover all out-doors and prove nothing. Tell about how his converted tractor started without difficulty the morning it was twenty below, and how he then used it to tow his gasoline truck so it would start. Tell about how he can now pull a harrow behind the gang of plows that were all the tractor could pull before the conversion. Tell about how many extra acres he can now plow each day because the loads that formerly required second gear can now be handled in third. And tell about the saving in operating cost, using the figures for the season instead of for an hour or a day. Get those figures as big as possible and still be truthful.

When you have the letter completed, see him again as soon as possible, and ask him to verify or correct the statement that you have

written, because you want to quote it. If you have been accurate in your quotations, your request for his signature and permission to print the letter will get favorable results. He will be a little proud to be held up as an authority. He always did regard himself as progressive, and a pioneer at heart. This proves it.

By the time you have secured a dozen of these testimonials, you have your entire sales story, told by the users of your conversions. They give your story a degree of validity that your own claims could not possibly carry, even though it is recognized that you have not told a lie since Washington chopped the cherry tree.

Using testimonials

Now, how do you use these testimonials? When you first start your advertising program you may not have a dozen, but that does not particularly matter. Quote from as many as you have. Take the strongest statement from the available letters, and use that as the attention-getter at the beginning of your circular or booklet. It will arouse more interest than any unsupported claim that you can possibly make. It will arouse even more interest if you can use with it a picture of that particular farmer and his tractor. Tell your story as you want it told, and use quotations from more testimonials to back up your claims.

As you get additional testimonials, those that present new information, cover additional models, or particularly good statements can be printed on separate sheets, either alone or in groups, and inserted into the original circular. When you are ready to print a new circular, you have all this extra material to add.

Your pamphlet and its supplements can be mailed in answer to any inquiry that the salesman will not be able to answer in person within the next few days. It may also be distributed in any way that you care to use it—by direct delivery by the tank truck drivers, by mail to selected lists of farmers, or by passing it out at farmers' meetings.

If planned for the personal use of the salesman in making his pres-

entation, and this is an especially good idea, the pamphlet may also include a sheet on which the savings due to the conversion may be calculated. The sheet will need to be filled out by the salesman, because the farmer does not have all the necessary information. It is still advantageous to have the estimate form in the pamphlet, because a certain percentage of the farmers will be able to fill out part of the spaces, and will see enough advantages to induce them to get in touch with your company for the rest of the information. In this way the deal is related directly to the prospect's own problem, instead of being a hypothetical case which may not fit his particular conditions.

Smaller folders or leaflets giving enough of the story to serve as bait may also be prepared for occasions when passing out the larger pamphlet would be too expensive. These are useful at fairs, picnics or other large gatherings, or as envelope stuffers to send out with bills, statements or correspondence with customers. The suggested copy approach is to quote from the experience of a well-known local character, giving the highlights of his testimonial, and finishing with the idea, "it did this for Jim Hoozis. Get in touch with us to find out what it will do for you."

After you have worked over the prospects which you can reach by your direct advertising, it is time to consider using the mass circulation media to locate those that you have missed. There are always numbers of possible users in the community with whom you are not acquainted, or who buy their L. P. gas from someone else, or who have their homes electrically equipped and do not buy gas from anybody. The latter are particularly desirable prospects, as the use of gas in their tractors may later lead to installation of LPG for heating or for other domestic uses. Tractor conversion is the ideal "foot in the door" method of getting into these all-electric farm homes. And if the domestic gas used in the other homes is bought in cylinders, you have an extra sales argument in offering the bulk service for tractors, because the house can be connected with the same tank and the

ANNOUNCEMENT TO ALL LP-GAS DEALERS!

CENTURY now offers complete LP-Gas educational program



Factory-trained experts will conduct new LP-Gas carburetion school covering these subjects:

BASIC FACTS about LP-Gas.
HOW TO INSTALL LP-Gas Carburetion.
HOW TO PLAN a sales program.
HOW TO USE tested selling techniques.
HOW TO SERVICE equipment.



LET'S SET A DATE!

Century's Carburetion School and Clinic is available to all dealers and dealer personnel. Make arrangements now for classes and instruction in your area. The only requirement is an enrollment of 25 persons or more. Get together with other LP-Gas suppliers and equipment dealers in your area today to reserve a date for your local Century carburetion school!

YOU ARE UNDER NO OBLIGATION! WRITE OR PHONE FOR INFORMATION—
CENTURY GAS EQUIPMENT CO. 6855 E. Rosecrans Ave. • Paramount, Calif. • NEVada 6-9211



Demand the dependability of
a COMPLETE carburetion system

CENTURY

carburetion



**WHEREVER DEPENDABLE CONTROL
IS REQUIRED ALWAYS SPECIFY**

REGO®

LP GAS EQUIPMENT



For lift trucks and all other types of combustion engine installations, be sure of getting the finest LP Gas control equipment. Always specify REGO... the best in the industry as well as the most complete line.

WRITE TODAY for complete REGO Catalog. Free!
THE BASTIAN-BLESSING COMPANY
4205 West Peterson Ave. • Chicago 3, Ill.

REGO is a registered trade mark of The Bastian-Blessing Company

Your DIX Warranty

Dix Carburetor Company will rebuild any DIX LP-Gas Regulator — regardless of age — for \$5.00 (plus parts). This is the buyer's guarantee of satisfactory service.

NOTE: This offer applies only to units returned direct to factory in Los Angeles.

DIX

DIX CARBURETOR COMPANY

6605 S. WILSON AVE.

LOS ANGELES 1, CALIF.

"We have had splendid results from this Ad."

That's exactly what the advertiser wrote to us in ordering a repeat run of this classified advertisement:

FOR SALE: 5000 TO 5500 W. G. U69 Tandem Propane Twin Barrel Trailers. Choice of 16 with 50% 10:20 tires, air brakes. Now operating. Texas R.R. Commission, ICC, ASMF approved. Prices \$3,750 to \$4,500. Delivery will be made to most Northern cities for \$200. Write for pictures, details. IRVIN F. NELIS ASSOCIATES, P. O. Box 14472, Houston 21, Texas.

Good ad? Yes! But *good advertising medium, too!* You can *count* on "splendid results" . . . whatever you want to sell, buy, or find . . . when you use the classified columns of B-P News.



CLASSIFIED Advertising



BUTANE-PROPANE News

198 S. Alvarado Street
Los Angeles 57, Calif.

domestic gas can be supplied at a great saving compared with bottle service. This frequently gives you a chance to ask "how many cylinders a year do you use for the house?" and then make quick calculations to see how much the bulk delivery will save in that department. It will generally run from \$30 up.

Among the mass circulation media, newspapers may be useful or impractical, depending on where their circulation goes. You must pay for the entire circulation, and if most of the copies go to people in town, the cost of reaching the real prospects may be too high to be profitable. On the other hand there are many local papers with predominantly farm circulation where the results can be very good. Some big town papers publish weekly farm sections that have very good advertising value for such items as tractor conversions. It may pay to look into these, but you should specifically find out if your delivery area covers enough of the paper's farm territory to enable you to handle most of the inquiries that this advertising may bring.

In any newspaper, most of your copy will be small because of the expense, but with reasonably high circulation in your delivery area it can still pay off. Short copy can not tell the entire story. The objective should be to get the prospect to do something that will either get him in touch with you, or disclose his identity so a sales call can be made, or so full information may be mailed to hold his interest until a personal call is possible.

In small town papers some dealers have had good success with small ads of the "reader" type, which look like news stories until the reader gets to the end and finds "Advt." These are most effective if they are written in news style, using the names of local people, like the following sample: "Mr. and Mrs. Roy Hobart are enjoying a new deep freeze unit. It was paid for by Roy's saving in fuel cost after he had his M-M tractor converted to L. P. gas by Acme L. P. Carburetion Co. (Advt)." Copy for such ads should be used once only in any one newspaper.

The cost is insignificant, and there is no limit to the number of such items that can be produced in connection with an active conversion business.

Because of their low space rates, these small town papers also offer the opportunity to do a larger job of advertising. By taking large fractions of pages, full pages, or even double spreads, and filling them with testimonials and pictures of the tractors on which owners report, a tremendous response can be obtained. This is a good way to fill a conversion shop with work during the winter season when the tractors are idle. It can help to relieve the rush that many shops experience just before the beginning of the spring plowing season. Several LPG dealers in the Midwest have used this method of advertising with outstanding success.

Radio and TV advertising should be judged by the same criteria that are used in deciding whether or not to use newspaper space. You need to know how much waste circulation you are buying, and whether the area of coverage is too much larger than your marketing area. In any event, it will do you the least amount of good if your short announcements are tied in with a program of purely general interest. The ideal arrangement is to have your announcements built into a program that specializes in the business end of farming. Quotes from testimonials make excellent introductory material.

Billboards and signs are always good if well designed and put in the right locations. Preferred locations are (1) at or near the dealer's place of business, and (2) on the main highway approaches to the dealer's town. The first location is definitely best if the store is on the main thoroughfare, as the prospect can take immediate steps to get in touch with the dealer if the idea on the sign appeals to him. Copy for these signs should be brief, and planned to attract inquiries.

Lydia Pinkham set the pattern for her advertising system back in the days when the only mass circulation media was newspapers. The benevolent faces of her customers and their kindly words of satisfaction and advice to suffering

MANCHESTER LPG TANKS FOR FORK LIFTS



Inquire about quick-change brackets available for vertical and horizontal fork lift tanks.



MANCHESTER

Welding & Fabricating Co.

2880 NORTON AVENUE, LYNNWOOD, CALIFORNIA

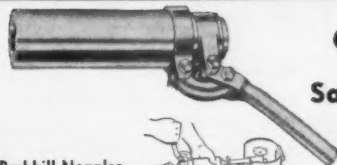


are built to industrial standards and conform fully to the most stringent safety codes of Insurance Underwriters. All Manchester tanks have as standard fittings a POL, NPT or SAE service valve, a 3/4" relief valve, a liquid level outage gauge, a removable valve guard, two carrying handles and two angle iron brackets. The service valve is equipped with an excess flow check which automatically stops the flow of gas if the fuel line breaks or if the valve breaks off. As optional equipment, 1 1/4" Acme fill valve with double back pressure checks, and visible float gauge may be installed. The tanks are built to ASME-U-69 for 250 lbs. working pressure, ASME 1952 for 312, or ICC for 375 lbs. working pressure. They are available for either liquid or vapor withdrawal.

Because Manchester specializes in LPG motor fuel tanks, it can give you a greater variety of standard tanks, tanks which are better engineered for special types of lift trucks. It is not confined by its production line to 3 or 4 types of tanks. There is no need to compromise on the lengths, widths or capacities you may want.

Manchester tanks are available for vertical or horizontal use with length, diameter and location of fittings optional in sizes from 8", 10" and 12". Stock sizes include 12 1/4 x 15 top and end fitted, 12 1/4 x 17 top and end fitted, and 12 1/4 x 24 top and end fitted. Or they can be manufactured to meet your specific requirements.

NEwmark 1-9357 or NEvada 6-2839



Parkhill Nozzles attach in 3 seconds... two operations... They're safe: Nozzle must be locked on before fuel can discharge. Upon release gas escapes away from hands...

No Cold Burns!

Parkhill

Safety Hose Nozzles

- QUICKER FILLING
- SAFER OPERATION
- LOW MAINTENANCE

Write for Information

PARKHILL COMPANY

2264 Huntington Drive, San Marino, Calif.



6 YEARS OF TIME-TESTING IN THE FIELD

Now...Texoil LP-Gas Dispenser has the coveted

UNDERWRITERS LABEL



TEXOIL EQUIPMENT, Inc.
1816 COCKRELL • DALLAS, TEXAS
HA 8-2868

Models available which meet all existing and proposed WEIGHTS and MEASURES regulations. Don't take a chance of having your future equipment condemned! Be sure with TEXOIL!

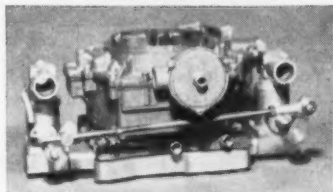
Be Safe...Be Sure...Keep Down Your Insurance Rates

TEXOIL LP-Gas dispensing equipment is now in use by the largest and most prominent producers and distributors of LP Gas for motor fuel. Field-tested for more than 6 years, TEXOIL is a pioneer and the country's leader in this new, progressive method of motor fueling. NOW — with the Underwriters Laboratories, Inc. Label and conforming to exacting Weights and Measures regulations, you are assured of the safest and best service from TEXOIL.

TEXOIL Dispensers are available from tank manufacturers as part of complete "packaged" filling stations, or from TEXOIL's thoroughly trained, experienced factory representatives. Write TEXOIL for the name of the tank manufacturer or the TEXOIL representative in your area.

Pioneers in LP Gas for Motor Fuel

FOUR-BARREL COMBINATION CARBURETION



NICSON—Two-Stage LP-Gas Base-Plates, Use-Your-Carter, Rochester, or Stromberg Four-Barrel Carburetor with Nicson LP-Gas Base-Plate, for the Finest in Combination-Carburetion.

Featuring Exclusive

CENTURY 3-C METERING VALVES, which Assures Perfect Starting, Idle and Mixture Control, Better Power, Better Mileage. No Flat Spots—No Restriction, Same Air Cleaner Used. Nicson, Four-Barrel, Base-Plates, Furnished Complete with all Necessary Linkage and Fittings, Assembled, and Ready to Install on Your Carburetor.

For Further Information
Write DIRECT To

NICSON ENGINEERING CO.
4546 EAST WASHINGTON BLVD.
LOS ANGELES 22, CALIF.

females appeared in practically every newspaper in a town where there was a drugstore. Her advertising approach has stood the test of generations, and it is still basically the same even though it has progressed to include radio and finally television. She still "uses the user" to tell the world.

The ultimate in testimonial advertising is achieved when customers become so enthusiastic that they pass the message along by word of mouth. That is the best advertising on earth, and it costs nothing except the knowledge, skill and care necessary to give the customer something that arouses the enthusiasm. That's the way your tractor conversions should be made—give the customer everything possible in power, performance, and continuity of satisfactory service. That goes a don gway toward keeping the ball rolling after you give it the necessary start. Halfway jobs and poor workmanship do not generate those kind of results. If you want the user to talk in your behalf, you must give him something real to talk about. ■

How to sell LPG conversions the right way

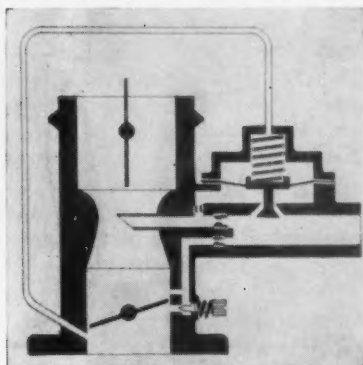
With the potential for LPG-powered engines being what it is, almost anyone can sell a conversion. But proper selling, pricing, installation and service takes trained personnel. Here are some pointers on selling LPG conversions which were originally presented at the 1956 Kentucky LPGA convention.

By **KARL F. DECK**
Service Sales Manager
Zenith Carburetor Division
Bendix Aviation Corp.

ALTHOUGH the growth of LPG carburetion has been spectacular, improper approach in many cases has given erratic results. A careful look at the past should be a helpful guide to the future.

Lack of adequate knowledge and experience in designing, installing and servicing carburetors is the major cause of trouble and dissatisfaction in L.P. gas carburetion. The subject of carburetion was extremely controversial before the extensive use of L.P. gas as motor fuel. This situation has not changed with ever-increasing use of L.P. gas in all types and sizes of engines.

The greatest fault, if it can be called a fault, is lack of proper understanding of actual carburetor function. Any carburetor, regardless of the fuel involved, is a relatively simple device. Its sole purpose is to mix fuel and air in proper proportion for combustion and to regulate engine speed by movement of the throttle valve. No carburetor can actually accomplish more than this. Extra devices may be incorporated to fa-



Extra devices may be incorporated with a carburetor such as this vacuum metering control.

cillitate the changes in fuel-air ratio to correspond to varying engine requirements.

Trouble-shooting

With this knowledge and proper carburetion experience, a mechanic can trouble-shoot and diagnose difficulties that are all too often blamed on carburetion. As an example, hard starting is rarely traceable to the carburetor. It is most frequently caused by faulty ignition. In many cases, the battery is too weak or inadequate to supply the energy for cranking the motor and still have sufficient reserve to create a hot spark in the combustion chamber. Such a condition is aggravated by low temperatures which cause oil to be stiffer and, hence, require more than normal power from the battery. The engine turns more slowly and the spark is weaker.

This statement can be proved by the many instances when vehicle or tractor engines, otherwise impossible to start, start readily and operate satisfactorily when pushed only a few feet. Changes in compression ratio, if too radical, may cause similar results by extra battery drain in cranking. Since L.P. gas requires a hotter spark than gasoline, it is essential that any conversion of a gasoline engine to LPG must take the above into consideration.

The previous statements clearly indicate the necessity for better information and training at all levels. It is predictable that the future of LPG carburetion hinges on proper education.

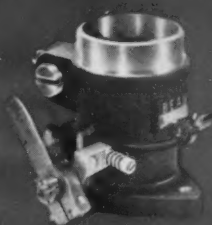
Another problem which involves training is the current approach to sales. In too many instances the tendency to the "big deal" is apparent. Large individual sales are desirable, of course, but in most cases these require greater skill and experience to close. The competition in such sales is always keener. Many salesmen are prone to count chickens too early on such prospects and suffer disappointment and very often dis-

couragement when the deal does not materialize. Unless a salesman has the product knowledge and proper sales background to cope with purchasing and other executive personnel, it is better to gain this experience with deals on a smaller scale and in a wider variety of applications.

Sales to only one specific category is the accepted practice at the present time. This is questionable since it overlooks many pros-

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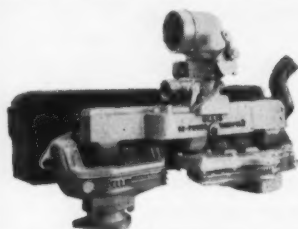


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• Tulsa 1, Oklahoma

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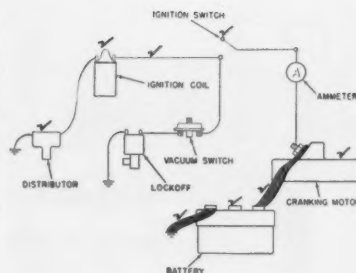
Phone
LUdlow
8-6338

In most cities dial information for the
number of Ellis Manifold Distributor.

pects. Every engine, regardless of size, in all categories—commercial, industrial and agricultural—should be considered a prospect. Prospect records should be arranged to classify every type of engine user in the area to be canvassed. The potential is almost unlimited in any location.

In farm areas, tractors are important but it is possible to find more applications for engines in other categories than the total for tractors. Sales for small engines and farm equipment, such as combines, balers, driers, etc., should be made by pointing out all the advantages of L.P. gas. In this instance, fuel price should not be emphasized as the cost of fuel could not be a factor on an engine using very little fuel. The important points are long trouble-free engine life with no fuel dilution.

Even in normally agricultural areas, there are many industrial prospects. Examples are sawmills, brick plants, warehouses, road equipment, lumber yards, contractors, cement producers, manufac-



All of these check points, plus the actual ignition wire and cables, must be considered in making an LPG conversion.

turing plants and countless others. Standby generating equipment for hospitals, auditoriums, etc., are other excellent examples.

Returning momentarily to farm applications, the great upsurge in irrigation should not be overlooked. Here is another natural for L.P. gas. These engines operate at constant speeds under constant loads. This condition aggravates the build-up of carbon deposits when using gasoline. When L.P. gas is used, there is no resulting carbon formation, no build-up, no trouble or failure.

Commercial prospects are extensive in rural areas, too. Local fleets of taxis, bakery trucks, dairy trucks and other delivery units should make up part of every prospect file. One advantage with such customers is the frequent opportunity to deal directly with the most interested party—the owner.

Sales programs must be planned. Follow-up and follow-through by well selected and properly trained salesmen will get results. Choose a man with intelligence, initiative and inspiration, add sound information on product and policy and with a reasonable length of experience, you will have a salesman.

In speaking of policy, there is frequent tendency to very erratic pricing in the sale of carburetion equipment. This refers to cut prices, sales at cost or actual giveaway. Such practice is extremely detrimental to the entire industry and cannot be justified by the reference to load increases. Consideration of the total actual costs

in such sales will quickly prove the fallacy of this practice. It may take many seasons of fuel sales to make up these costs on the individual application. There can be no justification for the sale of any merchandise except at a legitimate profit. Another practice that we consider unjustifiable is that of manufacturers making direct sales to large users.

In the past most carburetor installations have been conversions. Most sales were to individual users who had inadequate means of measuring actual results. With the advent of factory installations on various types of equipment, this situation is brought more clearly into focus. Many manufacturers have been discouraged by poor carburetor results. Carburetor design and development have not paralleled advances in regulators and vaporizers. Engineering staffs will not accept power curves which differ radically from the curves obtainable with other fuels. Metering must be flexible in order to combine power and economy in the complete operating range. Carburetors must be designed to meet these requirements.

A large portion of the LPG conversions to date have been made by gas dealers. Certainly this statement is not meant as a criticism in any manner. Rather, it is commendable that so many dealers were real pioneers and, thereby, pointed up the advantages of L.P. gas as a motor fuel to large numbers of their customers; however, it cannot be overlooked that many of these same dealers had no adequate source of information and training. In many cases it was necessary to use personnel without proper knowledge of, or experience with, internal combustion engines.

Dealers have also suffered from problems of inventory and poor buying. Changing brands, frequently as a result of high pressure selling, solved very few problems and generally resulted in more inventory. An experienced and qualified mechanic with good engine background and proper

training on L.P. gas devices will get good results. It takes more than just a desire to increase fuel loads and improve seasonal ratio to be successful in carburetion.

If the gas dealer cannot obtain qualified personnel, or if potential is limited, it is frequently possible to arrange for conversion and service from a qualified carburetor distributor. It is suggested that such an arrangement will become increasingly desirable in many cases with the increase in factory installation. With this possibility,

every dealer should survey his potential for future business in the sale of units and service. It is questionable that many dealers could justify the required investment to render only repair service to factory installed equipment.

Many will not agree completely with some of these points; however, it can be stated, without fear of contradiction, that the future of LPG carburetion is almost without limit if there is proper and continued approach to the solution of current problems. ■



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Quicker”**

**“Boosts
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DALLAS 7, TEXAS





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DISCOUNT OF 10% if full payment is made in advance for four consecutive insertions of undisplayed ads.

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FOR SALE—TRUCKS, TRAILERS—FOR something different in propane tanks, see Master Tank & Welding (Dallas) advertisement in this edition.

MAKES GAS DELIVERIES MORE PROFITABLE; This new 1800 WG U-69 Nor-Tex Twin Delivery Unit operates **FASTER and EASIER** . . . delivers more gas in less time! Equipped with high flow piping throughout. Mounted on your choice of truck or on your present truck chassis for only \$2,194.80 (including tax). Trim skirting, ICC lights, Viking mechanical seal pump, P.T.O. spline jack shaft and 50 ft. of filler hose. Call **NOR-TEX PRODUCTS COMPANY** collect, C-5416, Denton, Texas.

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Drawer 1589, Lubbock, Texas.

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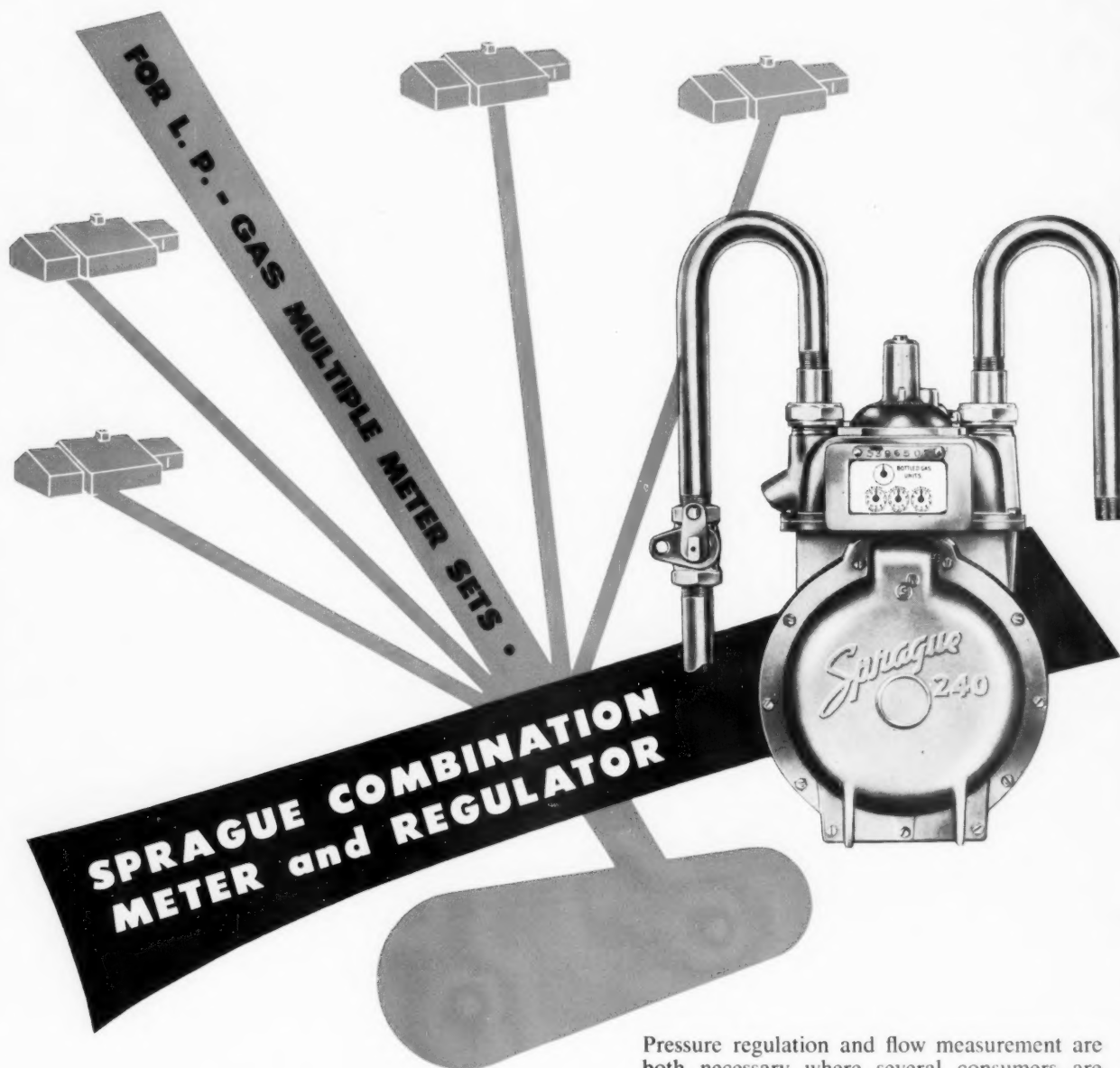
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